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| **SESSION** | **FEB/MAR 2025** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **II** |
| **COURSE CODE & NAME** | **DBB1210 MARKETING MANAGEMENT** |
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**Assignment Set – 1**

**Q1. What marketing strategies do companies use when making decisions about their product mix? Additionally, what factors influence a company's product mix choices? 4+6**

**Ans 1.**

**Marketing Strategies for Product Mix Decisions**

When companies make decisions about their product mix, they rely on specific marketing strategies to align their offerings with consumer needs, market conditions, and company goals. One key strategy is product line expansion, which involves adding new products to an existing line to capture a broader market. For instance, a smartphone brand might introduce various models targeting different price segments. Another strategy is product modification, where existing products are upgraded with new features or improvements to maintain

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**Q2. Explain in detail the key stages involved in the value delivery process. 10**

**Ans 2.**

**Value Delivery**

The value delivery process refers to the entire sequence of activities through which a company creates, communicates, and delivers value to customers. It ensures that products and services are aligned with customer expectations and delivered efficiently and effectively.

**Stage 1: Choosing the Value**

This is the strategic phase where a company defines its target market and value proposition. The organization conducts market segmentation, targeting, and positioning (STP) to identify

**Q3. How do various internal and external forces impact a firm's pricing strategies? Discuss these influences in detail, illustrating each with appropriate examples. 10**

**Ans 3.**

**Impact of Internal and External Forces on a Firm's Pricing Strategies**

Pricing is one of the most critical decisions in marketing strategy, directly affecting a firm’s profitability and market position. A company must carefully evaluate both **internal** and **external forces** when determining its pricing strategies. These forces influence not only how much customers are willing to pay but also how effectively a company can compete in the market. Understanding these dynamics helps businesses set prices that align with their

**Assignment Set – 2**

**Q4. What is consumer behavior? Explain in detail the various factors that influence how consumers make decisions. 2+8**

**Ans 4.**

**Consumer Behavior**

Consumer behavior refers to the study of how individuals, groups, or organizations select, buy, use, and dispose of products, services, ideas, or experiences to satisfy their needs and wants. It includes psychological, social, and emotional processes that influence purchase decisions. Understanding consumer behavior helps marketers develop strategies that

**Q5. State the concept of targeting and positioning with emphasis on its role in designing marketing strategies. 10**

**Ans 5.**

**Targeting and Positioning**

Targeting and positioning are critical elements of marketing strategy. They are part of the STP (Segmentation, Targeting, Positioning) model, which helps companies identify their ideal customer segments, choose whom to serve, and design a compelling brand image in the minds of customers.

**Concept of Targeting**

Targeting involves evaluating each market segment’s attractiveness and selecting one or

**Q6. Integrated marketing communication requires rigorous planning and detailing of steps to develop strategy. Considering this statement, discuss the steps followed in developing an integrated promotion mix. 10**

**Ans 6.**

**Integrated Marketing Communication (IMC)**

Integrated Marketing Communication (IMC) is a strategic approach that ensures all forms of communication and messaging are carefully linked together. It provides consistency across advertising, sales promotion, public relations, direct marketing, and digital platforms. IMC aims to deliver a unified message that reinforces the brand and strengthens customer