**ASSIGNMENT**

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| **SESSION** | **FEB’ 2024** |
| **PROGRAM** | **BACHELOR of business administration (BBA)** |
| **SEMESTER** | **I** |
| **course CODE & NAME** | **DBB1104 – MARKETING MANAGEMENT** |
| **CREDITS** | **4** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02**  **30 Marks each** |

**Note:** Answer all questions. Kindly note that answers for 10 marks questions should be approximately of 400 - 450 words. Each question is followed by evaluation scheme.

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| **Q.No** | **Assignment Set – 1**  **Questions** | **Marks** | **Total Marks** |
|  | List the strategies employed by marketers for decisions related to product mix. Briefly explain the factors influencing the product mix decision of a firm. | **4+6** | **10** |
|  | The societal marketing concept is considered as an extension to marketing concept. How will you justify the context of statement? Discuss in detail with suitable examples. | **10** | **10** |
|  | There are list of internal and external factors affecting pricing decisions. Interpret the statement and elaborate in detail with suitable examples. | **10** | **10** |

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| **Q.No** | **Assignment Set – 2**  **Questions** | **Marks** | **Total Marks** |
|  | Define consumer behaviour. Describe in detail factors which determine consumer behaviour. | **2+8** | **10** |
|  | Define market segmentation. Describe the need for market segmentation. | **2+8** | **10** |
|  | 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** | **10** |