

SHREE NARAYANA COLLEGE OF COMMERCE

AHMEDABAD

Name of the Department: BS BA Programme

Subject: Introduction to Marketing Management

Class & Semester: BS BA (Hons.) Semester III

Faculty Name: Dr. Himanshi Prajapati

ASSIGNMENT

SECTION – 1 (UNIT – 1 INTRODUCTION TO MARKETING MANAGEMENT)

- Que. 1** Define Market, Marketing and Marketing Management. Explain the relationship among these concepts.
- Que. 2** Distinguish between Marketing and Selling with suitable examples.
- Que. 3** Explain the Core Concepts of Marketing Management.
- Que. 4** Discuss the various Marketing Orientations and explain how they influence business decisions.
- Que. 5** Explain the Marketing Process with the help of suitable examples.
- Que. 6** Describe the elements of the Marketing Mix (4Ps) and explain their importance in achieving marketing objectives.

SECTION – 2 (UNIT – 2 STP AND CONSUMER (BUYER) BEHAVIOUR)

- Que. 1** Define Market Segmentation. Explain the different bases of consumer segmentation.
- Que. 2** What is Targeting? Explain the process of evaluating and selecting target market segments.
- Que. 3** Define Positioning. Explain the various positioning strategies and positioning errors.
- Que. 4** Define Consumer Behaviour. Discuss the cultural, social, personal and psychological factors affecting consumer buying behaviour.
- Que. 5** Explain the Five-Stage Consumer Buying Decision Process with a suitable example.
- Que. 6** Explain the different buyer roles - Initiator, Influencer, Decider, Buyer, User, Approver and Gatekeeper - with suitable examples.

SECTION – 3 (UNIT – 3 PRODUCT DECISIONS & PRICING)

- Que. 1** Explain the concept of Product Life Cycle and discuss its different stages.
- Que. 2** Explain the different levels of a product with suitable examples.
- Que. 3** Discuss Product Mix Decisions. Explain Width, Length, Depth and Consistency of a Product Mix.
- Que. 4** Explain the stages involved in the New Product Development Process.
- Que. 5** Define Pricing and discuss the factors influencing pricing decisions.
- Que. 6** Explain the different methods of pricing such as Mark-up Pricing, Going Rate Pricing, Target Return Pricing, Perceived Value Pricing, Value Pricing, Auction Pricing, Skimming Pricing and Penetration Pricing.

SECTION – 4 (UNIT – 4 PLACE (DISTRIBUTION) & PROMOTION)

- Que. 1** Define Place (Distribution). Explain the importance and functions of marketing channels.
- Que. 2** Explain the different channel levels with suitable examples.
- Que. 3** Discuss the various types of retailing.
- Que. 4** Define Promotion. Explain the elements of the Promotion Mix.
- Que. 5** Differentiate between Advertising and Publicity. Also distinguish Advertising from Personal Selling.
- Que. 6** Explain the various Consumer Sales Promotion tools used by marketers with suitable examples.

SECTION – 5

One-Word/One-Term Answer Questions

- Que. 1** What is the process of identifying groups of customers with similar needs called?
 - Que. 2** Which marketing philosophy focuses primarily on customer satisfaction?
 - Que. 3** Name the first stage of the consumer buying decision process.
 - Que. 4** What is the term for creating a distinct image of a product in the minds of consumers?
 - Que. 5** Which element of the Marketing Mix deals with distribution channels?
 - Que. 6** What is the final stage of the Product Life Cycle?
 - Que. 7** Which pricing strategy involves charging a high initial price for a new product?
 - Que. 8** What is the pricing method based on competitor's prices called?
 - Que. 9** Which product level provides the basic benefit expected by the customer?
 - Que. 10** What is the process of introducing a completely new product to the market called?
 - Que. 11** Which promotion tool involves paid, non-personal communication through mass media?
 - Que. 12** Which promotional activity aims to encourage immediate purchase through incentives?
 - Que. 13** What do we call intermediaries who help products reach consumers?
 - Que. 14** Which retail format operates without a physical store?
 - Que. 15** Which buyer role actually consumes or uses the product?
 - Que. 16** What do we call the person who influences the purchase decision?
 - Que. 17** Which marketing orientation emphasizes producing high-quality products?
 - Que. 18** What is the combination of Product, Price, Place and Promotion collectively called?
 - Que. 19** Which pricing strategy is used to quickly gain market share by charging a low introductory price?
 - Que. 20** What is the abbreviation commonly used for Product Life Cycle?
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