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| **SESSION** | **JAN - FEB 2025** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **01** |
| **COURSE CODE & NAME** | **DMBA119 MARKETING MANAGEMENT** |
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**Assignment Set – 1**

**Q1. Define marketing. Discuss in detail the scope of marketing. 3+7**

**Ans 1.**

**Marketing**

Marketing refers to the set of activities involved in identifying customer needs and satisfying them profitably. It includes creating, promoting, and delivering products or services to the target audience. As per the American Marketing Association (AMA), marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. In modern contexts, marketing is more about delivering value and building

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**Q2. Discuss in detail the 7 P’s of Marketing. 10**

**Ans 2.**

**Marketing Mix**

The marketing mix refers to a combination of elements that a company uses to achieve its marketing objectives. Traditionally known as the 4 P’s (Product, Price, Place, Promotion), it has expanded to include three additional P’s—People, Process, and Physical Evidence—especially in the context of services. Together, the 7 P’s provide a holistic framework for marketing strategy.

**Product**

Product refers to the actual goods or services offered to meet customer needs. It includes

**Q3. Define segmentation. List the benefits of segmentation. 3+7**

**Ans 3.**

**Segmentation**

Market segmentation is the process of dividing a broad consumer or business market into sub-groups of consumers based on shared characteristics. These segments may be defined by demographics, psychographics, geography, behavior, or other factors. The objective of segmentation is to identify and target groups with similar needs, preferences, or purchase

marketing effectiveness and drive long-term growth.

**Assignment Set – 2**

**Q4. List the methods of pricing. Give an example for each of them. 5+5**

**Ans 4.**

**Pricing Methods**

Pricing is a crucial aspect of the marketing mix as it directly affects revenue, profitability, and market competitiveness. Businesses adopt different pricing methods based on their objectives, market conditions, customer behavior, and cost structures. Each method offers a strategic approach to achieving desired outcomes in sales and profitability.

**Cost-Based Pricing**

Cost-based pricing involves setting the price by adding a fixed profit margin to the cost of

**Q5. Define advertising. List the types of advertising with examples. 3+7**

**Ans 5.**

**Advertising**

Advertising is a form of non-personal communication used by companies to promote their products, services, or ideas to a mass audience. It is a paid marketing tool that informs, persuades, and reminds customers about offerings, thereby influencing their buying decisions. Advertising is a key component of promotion in the marketing mix and is used to

**Q6. Write a note on ethics in marketing. 10**

**Ans 6.**

**Marketing Ethics**

Ethics in marketing refers to the moral principles and standards that guide the behavior of marketers while promoting products or services. Ethical marketing ensures that all promotional practices are truthful, fair, and respectful toward consumers, society, and competitors. In today’s consumer-centric environment, ethical considerations are vital for long-term brand trust and sustainability.

**Importance of Ethical Marketing**

Ethical marketing is important because it helps maintain consumer confidence and brand