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| **SESSION** | **FEB-MARCH 2025** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **2** |
| **COURSE CODE & NAME** | **DMBA209 MARKETING MANAGEMENT** |
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**Assignment Set – 1**

**Q1 Explain the consumer buying process for a product. 10**

**Ans 1.**

**Introduction to Consumer Buying Process**

The consumer buying process is a systematic series of steps that an individual follows while making a purchase decision. It includes mental and emotional stages that guide a consumer from realizing a need to post-purchase behavior. Understanding this process helps marketers craft better strategies for influencing and converting potential buyers.

**1. Need Recognition**

The buying process begins when a consumer identifies a need or problem. This need can arise

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**Q2 Explain the stages of the Product Life Cycle. 10**

**Ans 2.**

**Introduction to Product Life Cycle (PLC)**

The Product Life Cycle (PLC) refers to the stages that a product goes through from its introduction in the market to its eventual decline and withdrawal. It helps marketers plan strategies according to the life stage of the product. The four main stages are: Introduction, Growth, Maturity, and Decline. Some models also include a fifth stage called Development.

**1. Introduction Stage**

This is the launch phase of the product where it is first introduced into the market. Sales are

**Q3 Analyse the different bases for segmenting consumer markets 10**

**Ans 3.**

**Introduction to Market Segmentation**

Market segmentation refers to the process of dividing a large, diverse consumer market into smaller groups with similar characteristics, needs, or behaviors. It enables businesses to tailor marketing strategies to meet the specific needs of each segment, thereby improving customer satisfaction and business performance. Effective segmentation helps companies focus their

**Assignment Set – 2**

**Q4 Discuss the various kinds of pricing strategies. 10**

**Ans 4.**

**Introduction to Pricing Strategies**

Pricing strategy is a critical element of the marketing mix and directly influences a company’s revenue and market positioning. A well-chosen pricing strategy balances customer expectations, competitive dynamics, product value, and profitability. Different strategies are applied based on business goals, target market, and product lifecycle stage.

**Penetration Pricing**

Penetration pricing involves setting a low initial price to attract customers and gain market

**Q5 Explain the communication development process in detail in IMC. 10**

**Ans 5.**

**Introduction to IMC Communication Development**

Integrated Marketing Communication (IMC) refers to the coordination of various promotional tools and communication channels to deliver a consistent and clear message to the target audience. The communication development process in IMC ensures that all marketing messages across platforms are aligned with the brand’s values, goals, and consumer

**Q6 Discuss in detail the channel management strategy. 10**

**Ans 6.**

**Introduction to Channel Management Strategy**

Channel management strategy involves the selection, development, and supervision of marketing channels through which products and services reach the end consumers. Effective channel management ensures product availability, enhances customer satisfaction, reduces distribution costs, and maintains strong relationships between manufacturers, wholesalers, retailers, and other intermediaries.

**1. Channel Design and Selection**

The first element in channel management is identifying the most suitable channel structure.