

Institute of Management Studies
Devi Ahilya Vishwavidyalaya Indore
Assignment MBA (Executive-Retail Management)
MARKETING MANAGEMENT
SEM-I

SECTION – A

Q 1	What do you understand by marketing? Explain the marketing management process.
Q.2	Pick a firm you believe provides its customers with a good value. Explain how the firm competes on value.
Q 3	What is market segmentation? State the requirements of effective market segmentation. Explain the relationship between market segmentation, targeting and positioning.
Q.4	Distinguish between marketing information system and marketing research. Discuss important applications (scope) of marketing research.
Q 5.	Identify a specific brand that has developed a high level of brand equity? What specific aspects of that brand establish its brand equity?
Q 6	How you ever purchased a higher-priced product or service just because you thought the quality was better than that of a similar, lower-priced product? What was the product? Do you believe you made right choice?

SECTION – B

Q 1	"Consumers are being influenced by a number of personal factors in the purchase of products and services." Discuss.
Q 2	What are the decisions that a brand manager has to take? Explain them with suitable examples.
Q 3	Explain the terms product item, product line and product mix with appropriate examples.
Q 4	Explain different product mix pricing strategies. What are the different methods of price determination? Explain them briefly along with their advantages and limitations
Q.5	What are the factors you take into account while deciding the promotion mix for your product? Explain briefly
Q 6	Explain CRM and event marketing. Channels of distribution used are different for different products." Discuss