

ASSIGNMENT

CHAPTER - II

MARKETING MANAGEMENT

- ① "Product is a bundle of utilities". Explain with the help of an example.
- ② "Though Branding adds to the cost, it provides several advantages to the consumer". In the light of the statement, state the advantages of branding to consumer.
- ③ "Price of a product is influenced by many factors". Explain.
- ④ "Bending to the customer according to the product" and "Developing the product according to customer needs" are the two important concepts of marketing management. Identify the concepts and differentiate between the two.
- ⑤ The elements of marketing mix are popularly known as 4P's of marketing. Explain briefly.
- ⑥ Pricing occupies an important place in the marketing of goods and services and its determination is affected by many factors. Explain.

7) "Physical distribution includes some components for physically moving the goods from manufacturers to the customers." Explain the components.

8) "An important task in the marketing of goods relates to designing the label as it provides useful and detailed information about the product." In the light of the above statement draw a label for "Juice" and highlight the important information to be provided on it.

9) A consumer products manufacturing company is offering a number of consumer products like toiletries, detergent powder, food products etc. Identify the element of marketing mix reffered here.

10) Ashu is a book seller. One day he was selling books. He approached a person who was sitting on a pavement. He offered him the book and found that he was not having enough money to pay. So he willingly gave him the book without taking money. Is it a true exchange mechanism? Justify your answer.