Bachelor of Business Administration - BBA Semester 2

BBA204 – Marketing Management - 4 Credits

Book ID: BKID – B1521

Assignment Set -1 (60 marks)

Note: Assignment Set 1 must be written within 6-8 pages. Answer all questions.

Q1.	Describe the methods of environmental analysis-SWOT, PEST.	10 marks (350-400 words)
Q2.	What are the good qualities of a sales person?	10 marks (350-400 words)
Q3.	Define Product mix. Explain the elements of product mix.	10 marks (350-400 words)
Q4.	What are the important types of services which can be provided to individual and industrial customers, by the service providers?	10 marks (350-400 words)
Q5.	Write a short notes on: A. Determinants of Price B. Objectives of pricing decisions.	5 +5 = 10 marks (200-250 words each)
Q6.	Explain the personal, socio-cultural, Psychological determinants of consumer behaviour.	10 marks (350-400 words)

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