**DCM1202 Marketing Management**

**Assignment Set – 1**

1. Define marketing. Discuss the importance of marketing.

2. Write short notes on:

a. Production concept of marketing

b. Selling concept of marketing

3. Discuss in brief the 4 Ps of marketing with suitable example.

**Assignment Set – 2**

1. Define branding. Discuss the merits and demerits of branding.

2. Define advertising (with suitable example). Also discuss the types of advertising.

3. Write a detailed note on – determinants of consumer behavior.

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