**DMBA203 Marketing Management**

**Assignment Set – 1**

1. What is Marketing research? List its features (No Explanation).

2. Define CRM. List its importance (No explanation).

3. What is rural Marketing? List the scope (No Explanation).

**Assignment Set – 2**

4 What are the drawbacks of branding?

5 List the steps in positioning the product (No Explanation).

6 List the internal and external factors affecting pricing.

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