**College of Business Administration**

**MGT201- Marketing Management**

**Assignment- 2**

**Total Grades for the assignment - 05**

**Due date- End of Week- 11th**

**Learning Outcomes:**

* Ability to formulate marketing strategies that incorporate psychological and sociological factors which influence consumers (Lo 1.9).
* Ability to carry out objective and scientific analysis of consumers’ needs and wants (Lo 2.3 & 2.6).

**Assignment Questions:**

Taking into consideration a company of your choice and its products/services,

1. Discuss how companies choose target-marketing strategy and identify attractive market segments. Improve your answer with examples.
2. How do firms manage all of their products and services? What are the steps in the best development process for new products/services?

# Assignment Regulations:

* Justify your answers with the help of course materials, Text Book, Online resources
* Answer should be in not less than 1000 words. All students are encouraged to use their own words.
* Referencing is necessary and student must apply APA Referencing Style.
* A mark of zero will be given for any submission that includes copying from other resource without referencing it.