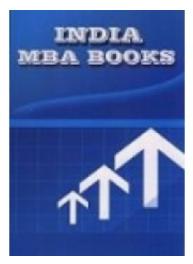
11UPLIS1E01: MARKETING OF INFORMATION PRODUCTS AND SERVICES



Brand: Mehta Solutions **Product Code:** 11UPLIS1E01

Weight: 0.00kg

Price: Rs600

Short Description
PERIYAR UNIVERSITY MARKETING OF INFORMATION PRODUCTS AND
SERVICES

Description

MARKETING OF INFORMATION PRODUCTS AND SERVICES MATERIALS SOLVED PAPERS AND GUESS

Product Details: MARKETING OF INFORMATION PRODUCTS AND SERVICES

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other **PERIYAR UNIVERSITY** book solutions now mehta solutions brings top solutions for **PERIYAR UNIVERSITY MARKETING OF INFORMATION PRODUCTS AND SERVICES book** contains previous year solved papers plus **faculty chapterwise notes** important questions and answers specially for **PERIYAR UNIVERSITY** .questions and answers are specially design specially for **PERIYAR UNIVERSITY** students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- Case studies solved
- New addition fully solved
- last 5 years solved papers with current year plus guess

PH: 07011511310, 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

11UPLIS1E01: MARKETING OF INFORMATION PRODUCTS AND SERVICES

Unit I Information as a Resource: Economics of Information – Marketing Concepts – Marketing Strategies .

Unit II Portfolio Management – BCG Matrix Model – Product Market Mix – Product Life – Cycle – Pricing Information

Unit III Marketing Mix – Kotler's Four C's – McCarthy's Four P's

Unit IV Marketing Plan and Research – Market Segmentation and Targeting – Geographic and Demographic Segmentation – Behavioral Segmentation – User Behaviour and Adoption

Unit V Information and Publishing Industries – National and International - Marketing of Information Products and services

Details

- 1. Books by courier
- 2. Delivery in 5-7 days
- 3. Courier india only
- 4. Rating of product : largest selling