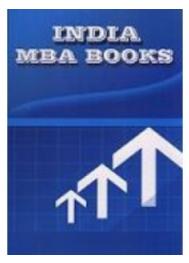
MARKETING MANAGEMENT



Brand: Mehta Solutions **Product Code:** mba-5204

Weight: 0.00kg

Price: Rs500

Short Description
MARKETING MANAGEMENT SOLVED PAPERS AND GUESS

Description

MARKETING MANAGEMENT SOLVED PAPERS AND GUESS

Product Details: PONDICHERRY university MARKETING MANAGEMENT SOLVED PAPERS AND GUESS

Format: BOOK

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other **PONDICHERRY university** book solutions now mehta solutions brings top solutions for **PONDICHERRY university MARKETING MANAGEMENT** contains previous year solved papers plus faculty important questions and answers specially for **PONDICHERRY university** .questions and answers are specially design specially for **PONDICHERRY 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

Unit – I Understanding marketing and the marketing

process The importance and scope of marketing Evolution of marketing: From transaction-based to relationship marketing Fundamental marketing concepts Marketing and customer value The marketing environment (macro and micro), ethics and

social responsibility Marketing management process

Unit – II Marketing planning, information and strategy Strategic planning and the marketing process; Developing marketing plans Marketing research and Decision support systemsUnderstanding consumer behaviour – marketing implications Market

Segmentation, Targeting and Positioning Competitive strategies

Unit – III Developing the marketing mix: Product and Price Product classifications,

Product Mix Product management decisions, Product Life Cycle strategies New Product

DevelopmentPricing considerations and approaches (cost-based, buyerbased and

competition-based), pricing strategies

Unit – IV Developing the marketing mix: Place and Promotion Distribution channels

and physical distribution – channel design decisions, channel management decisions Retailing and wholesaling – Retail classification, retailer marketing decisions,

wholesaler marketing decisionsIntegrated marketing communication and promotion

strategy, Promotion mix

Unit - V Marketing applied Introduction to and the basic concepts of Industrial

marketing, Services marketing, Rural marketing, International marketing, marketing for

non-profit organizations, marketing in a connected world

Details

1. Books by courier

2. Delivery in 5-7 days

3. Courier india only

4. Rating of product: largest selling

Product Gallery

