

# Marketing Management



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# FULLY SOLVED BOOK

## Marketing Management

**Unit 1. Basics of Marketing** Introduction to marketing—Nature and scope of marketing, the core concepts of marketing, Company orientation towards market place, marketing environment: Micro

and Macro marketing environment, Marketing Planning and Marketing Planning process, Forecasting and demand measurement

### **Unit 2. Market Segmentation and Consumer Behaviour**

A. Market segmentation – Meaning and concept, benefits of segmentation, Bases for market segmentation – consumer goods market segmentation; industrial goods market segmentation, Market targeting - Selection of segments, Product positioning.

B. Consumer Behaviour – Meaning and definition of consumer behaviour, importance, Different buying roles, consumer buying decision process, factors influencing consumer behaviour.

### **Unit 3. Product & Pricing Strategy**

A. Product decision and strategies – Meaning of product, Types of products, product mix decisions, product line decisions, Product life cycle concept, new product development, Branding and packaging decisions – Concept of Branding and packaging, advantages and disadvantages of branding and packaging, features and functions of packaging.

B. Pricing decision – Pricing objectives, pricing methods, factors influencing pricing decision, setting the price, price determination policies.

### **Unit 4. Promotion & Distribution Strategy**

A. Integrated Marketing communication – Concept and role of IMC, Promotion mix Advertising, personal selling, sales promotion and publicity, Factors affecting IMC mix, Marketing communication mix decisions: characteristics, factors and measurement. Advertising and publicity – 5 M's of advertising. Personal selling – nature and process. Sales promotion – nature, importance and techniques.

B. Distribution Strategy- Importance of channels of distribution, Alternative channel of distribution, channel design decision and channel management decision, selecting an appropriate channel, Logistic management.

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