

MARKETING MANAGEMENT



Brand: Mehta Solutions
Product Code: 1330302106
Weight: 0.00kg

Price: Rs600

Short Description
MARKETING MANAGEMENT

Description

MARKETING MANAGEMENT SOLVED PAPERS AND GUESS

Product Details: UTKAL UNIVERSITY MARKETING MANAGEMENT

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 **UTKAL UNIVERSITY** book solutions now mehta solutions brings top solutions for **UTKAL UNIVERSITY MARKETING MANAGEMENT** contains previous year solved papers plus faculty important questions and answers specially for **UTKAL UNIVERSITY** .questions and answers are specially design specially for **UTKAL 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

MARKETING MANAGEMENT

Unit-1 Introduction to Marketing: Meaning, Importance, Scope, Core Concept, Marketing Management Process, Marketing in Economic Development Process,

Marketing Environment.

Unit-2 Marketing Planning: Identification of market, Market Segmentation, MIS, and M.R. Studying of Consumer Behaviour.

Unit-3 Product Pricing Strategy: Product, Product Classifications, Product Strategies, Product Life Cycle and Marketing Mix Strategy, Branding, Levelling and Packaging Strategies, Methods of Pricing and Strategy.

Unit-4 Promotion and Placement Management: Meaning, importance, scope and tools of Promotion and Promotional Strategy, Meaning and Importance of Distribution System, Strategic functions of whole seller and retailer. Unit-5 Strategic Marketing: in Practice, Marketing of Services, Rural Marketing, International Marketing and Cyber Marketing.