

Marketing management



Brand: Mehta Solutions

Product Code: dba7202

Weight: 0.00kg

Price: Rs500

Short Description

Marketing management SOLVED PAPERS AND GUESS

Description

Marketing management SOLVED PAPERS AND GUESS

Product Details: anna 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 **anna university** book solutions now mehta solutions brings top solutions for **anna university Marketing management BOOK** contains previous year solved papers plus faculty important questions and answers specially for **anna university** .questions and answers are specially design specially for **anna 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

FULLY SOLVED BOOK

DBA 7202 Marketing management

UNIT I INTRODUCTION - Marketing – Definitions - Conceptual frame work – Marketing

environment: Internal and External - Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System. Marketing in global environment – Prospects and Challenges.

UNIT II MARKETING STRATEGY - Marketing strategy formulations – Key Drivers of

Marketing Strategies - Strategies for Industrial Marketing – Consumer Marketing — Services marketing – Competitor analysis - Analysis of consumer and industrial markets

– Strategic Marketing Mix components.

UNIT III MARKETING MIX DECISIONS - Product planning and development – Product life

cycle – New product Development and Management – Market Segmentation – Targeting and Positioning – Channel Management – Advertising and sales promotions – Pricing Objectives, Policies and methods.

UNIT IV BUYER BEHAVIOUR - Understanding industrial and individual buyer behavior -Influencing factors – Buyer Behaviour Models – Online buyer behaviour - Building and

measuring customer satisfaction – Customer relationships management – Customer acquisition, Retaining, Defection.

UNIT V MARKETING RESEARCH & TRENDS IN MARKETING

Marketing Information System – Research Process – Concepts and applications: Product – Advertising – Promotion – Consumer Behaviour – Retail research – Customer driven

organizations - Cause related marketing - Ethics in marketing –Online marketing trends.

Details

1. Books by courier

2. Delivery in 5-7 days

3. Courier india only

4. Rating of product : largest selling