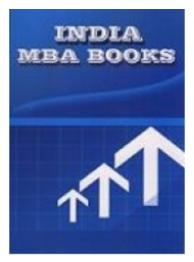
# Compensation Management SOLVED NOTES EBOOK CHAPTERWISE



**Brand:** 

Product Code: ebook108

Weight: 0.00kg

Price: Rs500

**Short Description** 

Compensation Management SOLVED NOTES EBOOK CHAPTERWISE

**Description** 

Compensation Management SOLVED NOTES EBOOK CHAPTERWISE

**Product Details:** Compensation Management SOLVED NOTES EBOOK CHAPTERWISE

**Format**: EBOOK DOWNLOAD IN FEW HOURS

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM** 

**Edition Description**: 2018-19

**Pages** : 250+

RATING OF EBOOK: EXCELLENT DOWNLOAD IN FEW HOURS

## 1. DOWNLOAD EBOOK WITH NOTES CHAPER WISE

# PREVIEW OF CHAPTERS SYLLABUS

# **Compensation Management**

# Unit - I

Consumer Behaviour and Marketing Action - An overview - Consumer involvement - Decision-making processes - Purchase Behaviour and Marketing Implications - Consumer Behaviour Models

Unit – II

Environmental influences on Consumer Behaviour - Cultural influences - Social class - Reference groups and family influences - Opinion leadership and the diffusion of innovations - Marketing implications of the above influences.

Unit - III

Consumer buying behaviour - Marketing implications - Consumer perceptions - Learning and attitudes - Motivation and personality -Psychographics - Values and Lifestyles, Click-o-graphic.

Unit - IV

Strategic marketing applications - Market segmentation strategies - Positioning strategies for existing and new products, Re-positioning, Perceptual Mapping - Marketing communication - Store choice and shopping behaviour - In-Store stimuli, store image and loyalty - Consumerism - Consumer rights and Marketers' responsibilities.

Unit - V

The Global Consumer Behaviour and Online buying behaviour - Consumer buying habits and perceptions of emerging non-store choices - Research and applications of consumer responses to direct

marketing approaches - Issues of privacy and ethics.

### **Details**

- 1. Pdf book chapter wise
- 2. Detail chapter wise quality notes

- 3. Ready to print
- 4. Download in few hrs or 24 hrs
- 5. Huge selling