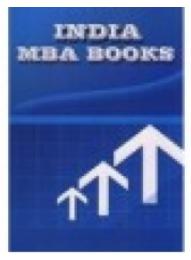
MARKETING MANAGEMENT



Brand: Mehta Solutions **Product Code:** 16IMG22C2

Weight: 0.00kg

Price: Rs550

Short Description
MAHARSHI DAYANAND UNIVERSITY ROHTAK (HARYANA) MARKETING
MANAGEMENT

MARKETING MANAGEMENT SOLVED PAPERS AND GUESS

Product Details: MAHARSHI DAYANAND UNIVERSITY ROHTAK (HARYANA) 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 MAHARSHI DAYANAND UNIVERSITY ROHTAK (HARYANA) book solutions now mehta solutions brings top solutions for MAHARSHI DAYANAND UNIVERSITY ROHTAK (HARYANA) MARKETING MANAGEMENT book contains previous year solved papers plus faculty important questions and answers specially for MAHARSHI DAYANAND UNIVERSITY ROHTAK (HARYANA) .questions and answers are specially design specially for MAHARSHI DAYANAND UNIVERSITY ROHTAK (HARYANA) 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 -I

Nature and scope of marketing: corporate orientation towards marketplace; building and delivering customer value and satisfaction; retaining customers; marketing environment; marketing research and information system

Unit-II

Analyzing consumer markets and buyer behaviour; analyzing business markets and business buying behaviour; market segmentation, positioning and targeting; tools of product differentiation; marketing strategies in the different stage of the product life cycle

Unit -III

New product development process; product mix and product line decisions; branding and packaging decisions; pricing strategies and programmes; managing marketing channels; wholesaling and retailing

Unit-IV

Advertising and sales promotion; public relations; personal selling; evaluation and control of marketing effort; web marketing; green marketing; reasons for and benefits of going international; entry strategies in international marketing

Details

- 1. Books by courier
- 2. Delivery in 5-7 days
- 3. Courier india only
- 4. Rating of product: largest selling