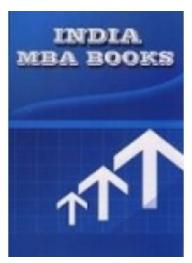
MARKETING MANAGEMENT



Brand: Mehta Solutions **Product Code:** MMH709

Weight: 0.00kg

Price: Rs500

Short Description

Gitam university mba MARKETING MANAGEMENT SOLVED PAPERS AND GUESS

Description

Gitam university mba MARKETING MANAGEMENT SOLVED PAPERS AND GUESS

Product Details: Gitam university MARKETING MANAGEMENT SOLVED PAPERS AND GUESS

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2018-19

RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other **Gitam University** book solutions now mehta solutions brings top solutions for **Gitam university mba**MARKETING MANAGEMENT SOLVED PAPERS AND GUESS book contains previous year solved papers plus faculty important questions and answers specially for **Gitam University** .questions and answers are specially design specially for **Gitam 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-I: Overview of Marketing - Introduction to Marketing - Definition, Nature, Scope & Importance of Marketing - Philosophies of Marketing.

UNIT-II: Building Customer Value, Satisfactiors & royalty - Consumer behaviour - factors influencing buyer behaviour - buying process -Segmenting, Targeting & Positioning

UNIT-III: Marketing MIX : Elements of the marketing Mix - Product: Classification of Products - New Product Development - Product Life Cycle

UNIT-IV: Price: Factors influencing Pricing - Pricing Objectives - Methods of Pricing - Channels of Distribution: Definition - Need - Types of channels

UNIT-V: Promotion : Nature and Importance of promotion - Promotion Mix - Managing Advertising, Sales Promotion, Personal Selling, Public Relations & directmarketing - IMC

Details

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

Product Gallery

