

Department of Masters of Business Administration

Course File

MARKETING MANAGEMENT (Course Code: A92002)

I M.B.A II Semester

2023-24

**Mr.G.Varma
Assoc.Professor**



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Department of Masters of Business Administration

MARKETING MANAGEMENT

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Department of Masters of Business Administration

ANURAG ENGINEERING COLLEGE

(An Autonomous Institution)

I Year MBA –II Semester

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A92002: MARKETING MANAGEMENT

Unit – I: Introduction to Marketing: Importance and Scope of Marketing, Core Marketing Concepts, Market Place, Marketing in Practice, Marketing Environment, Marketing Strategies and Plans, The New Marketing Realities, Marketing Analytics: An Introduction. Market Research, Marketing Research Process, Marketing Information Systems. Marketing Research and Ethics, International Marketing Research.

Unit – II Analyzing Marketing Opportunities, Customer Value and Marketing Mix: Consumer Decision-making, Building Customer Value, Analyzing Consumer Markets, Consumer Behavior, Cultural, Social & Personal Factors, Developing Products & Brands, Product Levels; Classifying Products, Product Range, Product Line & Product Mix, Product Life Cycles, New Product Development, New Service Development, Stages of Product/ Service innovation development, The Process of Adoption, Branding.

Unit – III: Designing a Customer Driven Strategy: Market Segmentation, Targeting, Positioning Process, Segmentation of Consumer Market, Business Market, Requirement for Effective Segmentation, Market Targeting, Evaluating Market Segmentation, Selecting Target Market Segmentation, Positioning and Repositioning, Positioning Maps, Product Positioning Strategies.

Unit – IV: Distribution Decisions, Promotion & Communication Strategies: Marketing Channels, Channel Intermediates and Functions, Channel Structure, Channel for Consumer Products, Business and Industrial Products, Alternative Channel, Channel Strategy Decisions. The Promotional Mix, Advertising, Public Relations, Sales Promotion, Personal Selling, Direct and Online Marketing. Marketing Communication: Communication Process, Communication Promotion Mix, Factors Affecting the Promotion Mix.

Unit – V: Pricing Decisions & Personal Communication: Importance of Price, Cost Determinant of Price, Markup Pricing, Profit Maximization Pricing, Break-even Pricing, Pricing Strategies, Ethics of Pricing Strategy, Product Line Pricing, Word of Mouth, Rural Marketing, Bottom of the Pyramid, Relationship Marketing, Retail Marketing, Digital marketing, social media and Mobile Marketing, Market Sustainability and Ethics, Global marketing, Green Marketing.

Suggested Readings:

- Rosalind Masterson, Nichola Phillips, David Pickton, Marketing: An Introduction, Sage Publications, 5e, 2021.
- G. Shainesh Philip Kotler, Kevin Lane Keller, Alexander Chernev, Jagdish N. Sheth, Marketing Management, Pearson, 16e, 2022.
- Philip Kotler, Gray Armstrong, Prafulla Agnihotri, Principles of Marketing, 18e, Pearson Education, 2020.
- Ramaswamy, Nama Kumari, Marketing Management, Sage Publications, 6e, 2018.
- Lamb, Hair, Sharma, Mc Daniel, Principles of Marketing, A South Asian Perspective Cengage Learning, 2016.
- Arun Kumar & N. Meenakshi, Marketing Management, Vikas Publications, 3e, 2016.

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Timetable

I M.B.A. II Semester –Financial Management

Day/Hour	9.30-10.20	10.20-11.10	11.20-12.10	12.10-1.00	1.00-1.40	1.40-2.25	2.25-3.10	3.15-4.00
Monday	MM			FM				
Tuesday								MM
Wednesday			MM					
Thursday							MM	
Friday			MM					
Saturday								

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Vision of the Institute

To be a premier Institute in the country and region for the study of Engineering, Technology and Management by maintaining high academic standards which promotes the analytical thinking and independent judgment among the prime stakeholders, enabling them to function responsibly in the globalized society.

Mission of the Institute

To be a world-class Institute, achieving excellence in teaching, research and consultancy in cutting-edge Technologies and be in the service of society in promoting continued education in Engineering, Technology and Management.

Quality Policy

To ensure high standards in imparting professional education by providing world-class infrastructure, top-quality-faculty and decent work culture to sculpt the students into Socially Responsible Professionals through creative team-work, innovation and research.

Vision of the Department:

To achieve academic excellence and managerial relevance through interaction with the corporate world.

Mission of the Department

To provide students with excellent professional skills by cooperating closely with corporate partners and by exposing them to a dynamic and intercultural business environment.

Quality Policy:

To pursue global standards of excellence in all our endeavors namely teaching, research, consultancy and continuing education to remain accountable in our core and support functions through processes of self evaluation and continuous improvement.

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Program Educational Objectives (M.B A)

Post Graduates will be able to

PEO1: To teach the fundamental key elements of a business organization and providing theoretical knowledge and practical approach to various functional areas of management.

PEO2: To develop analytical skills to identify the link between the management practices in the functional areas of an organization and research culture in business environment.

PEO3: To provide insights on latest technology, business communication, management concepts to build team work and leadership skills within them and aimed at self- actualization and realization of ethical practices.

Program Outcomes (M.B.A)

At the end of the Program, a post graduate will have the ability to

PO 1: To Gain The Knowledge On Various Concepts Of Business Management And Approaches.

PO 2: To understand and analyze the interconnections between the development of key functional areas of business organization and the management thought process.

PO 3: To recognize and adapt to the opportunities available and face the challenges in the national and global business.

PO 4: To possess analytical skills to carry out research in the field of management.

PO 5: To acquire team management skills to become a competent leader, who possesses complex and integrated real world skills.

PO 6: To be ethically conscious and socially responsible managers, capable of contributing to the development of the nation and quality of life.

PO 7: To develop a systematic understanding of changes in business environment.

PO 8: To understand professional integrity.

PO 9: An ability to use information and knowledge effectively.

PO 10: To analyze a problem and use the appropriate managerial skills for obtaining its solution.

PO 11: To understand a various legal acts in business.

PO 12: To build a successful career and immediate placement

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COURSE OBJECTIVES

On completion of this Subject/Course the student shall be able to:

S.No.	Objectives
1	To enable understanding of the basic concepts and applications of Marketing and Marketing Research.
2	To educate on the aspects of analyzing Market Opportunities and Customer Value and Marketing Mix.
3	To elucidate on designing a customer driven strategy through Marketing Segmentation, Targeting and Positioning.
4	To clarify the significance of Distribution decisions, Promotion & Communication strategies.
5	To highlight the importance of pricing decisions & personal communication.

COURSE OUTCOMES

The expected outcomes of the Course/Subject are:

S.No.	Outcomes
1.	Understand the important concepts and principles of Marketing Management and Marketing Research.
2.	Learn about the analysis of Market Opportunities and Customer Value with the help of Marketing Mix Elements.
3.	Learn the significance of designing a customer driven strategy through Marketing Segmentation, Targeting and Positioning.
4.	Assess Global marketing, green marketing strategies for sustainable development.
5.	Gain insights of the key aspects of pricing decisions and the role of communication



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Note: Please refer to Bloom's Taxonomy, to know the illustrative verbs that can be used to state the outcomes.

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GUIDELINES TO STUDY THE COURSE / SUBJECT

Course Design and Delivery System (CDD):

- The Course syllabus is written into number of learning objectives and outcomes.
- Every student will be given an assessment plan, criteria for assessment, scheme of evaluation and grading method.
- The Learning Process will be carried out through assessments of Knowledge, Skills and Attitude by various methods and the students will be given guidance to refer to the text books, reference books, journals, etc.

The faculty be able to –

- Understand the principles of Learning
- Understand the psychology of students
- Develop instructional objectives for a given topic
- Prepare course, unit and lesson plans
- Understand different methods of teaching and learning
- Use appropriate teaching and learning aids
- Plan and deliver lectures effectively
- Provide feedback to students using various methods of Assessments and tools of Evaluation
- Act as a guide, advisor, counselor, facilitator, motivator and not just as a teacher alone



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COURSE SCHEDULE

The Schedule for the whole Course / Subject is: **Financial Management**

S. No.	Description	Duration (Date)		Total No. of Periods
		From	To	
1.	Unit – I: Introduction to Marketing: Importance and Scope of Marketing, Core Marketing Concepts, Market Place, Marketing in Practice, Marketing Environment, Marketing Strategies and Plans, The New Marketing Realities, Marketing Analytics: An Introduction. Market Research, Marketing Research Process, Marketing Information Systems. Marketing Research and Ethics, International Marketing Research.	06-3-24	23-3-2024	11
2.	Unit – II Analyzing Marketing Opportunities, Customer Value and Marketing Mix: Consumer Decision-making, Building Customer Value, Analyzing Consumer Markets, Consumer Behavior, Cultural, Social & Personal Factors, Developing Products & Brands, Product Levels; Classifying Products, Product Range, Product Line & Product Mix, Product Life Cycles, New Product Development, New Service Development, Stages of Product/ Service innovation development, The Process of Adoption, Branding.	26-3-24	16-4-2024	10
3.	Unit – III: Designing a Customer Driven Strategy: Market Segmentation, Targeting, Positioning Process, Segmentation of Consumer Market, Business Market, Requirement for Effective Segmentation, Market Targeting, Evaluating Market Segmentation, Selecting Target Market Segmentation, Positioning and Repositioning, Positioning Maps, Product Positioning Strategies.	19-4-24	10-5-24	12
4.	Unit – IV: Distribution Decisions, Promotion & Communication Strategies: Marketing Channels, Channel Intermediates and Functions, Channel Structure, Channel for Consumer Products, Business and Industrial Products, Alternative Channel, Channel Strategy Decisions. The Promotional Mix, Advertising,	02-6-24	22-6-24	13

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	Public Relations, Sales Promotion, Personal Selling, Direct and Online Marketing. Marketing Communication: Communication Process, Communication Promotion Mix, Factors Affecting the Promotion Mix.			
5.	Unit – V: Pricing Decisions & Personal Communication: Importance of Price, Cost Determinant of Price, Markup Pricing, Profit Maximization Pricing, Break-even Pricing, Pricing Strategies, Ethics of Pricing Strategy, Product Line Pricing, Word of Mouth, Rural Marketing, Bottom of the Pyramid, Relationship Marketing, Retail Marketing, Digital marketing, social media and Mobile Marketing, Market Sustainability and Ethics, Global marketing, Green Marketing.	24-6-24	12-7-24	14

Total No. of Instructional periods available for the course: 60Hours.

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SCHEDULE OF INSTRUCTIONS - COURSE PLAN

Unit No.	Lesson No.	Date	No. of Periods	Topics / Sub-Topics	Objectives & Outcomes Nos.	References (Textbook, Journal)
1.	1	6-3-24	1	Introduction to Marketing	1 1	Marketing Management By Philip Kotler - 15Th Edition
	2	11-3-24	1	Importance and Scope of Marketing	1 1	Marketing Management By Philip Kotler - 15Th Edition
	3	12-3-24	1	Core Marketing Concepts, Market Place	1 1	Marketing Management By Philip Kotler - 15Th Edition
	4	13-3-24	1	Marketing in Practice	1 1	Marketing Management By Philip Kotler - 15Th Edition
	5	15-3-24	1	Marketing environment	1 1	Marketing Management By Philip Kotler - 15Th Edition
	6	16-3-24	1	Marketing Strategies and Plans	1 1	Marketing Management By Philip Kotler - 15Th Edition
	7	18-3-24	1	The New Marketing Realities	1 1	Marketing Management By Philip Kotler - 15Th Edition
	8	19-3-24	1	Marketing Analytics: An Introduction	1 1	Marketing Management By Philip Kotler - 15Th Edition
	9	20-3-24	1	Market Research, Marketing Research Process	1 1	Marketing Management By Philip Kotler - 15Th Edition
	10	22-3-24	1	Marketing Information Systems,	1 1	Marketing Management By Philip Kotler - 15Th Edition
	11	23-3-24	1	Marketing Research and Ethics, International Marketing	1 1	Marketing Management By Philip

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				Research		Kotler - 15Th Edition
2.	1	26-3-24	1	Analyzing Marketing Opportunities, Customer Value and Marketing Mix	2 2	Marketing Management By Philip Kotler - 15Th Edition
	2	27-3-24	1	Consumer Decision-making, Building Customer Value	2 2	Marketing Management By Philip Kotler - 15Th Edition
	3	30-3-24	1	Analyzing Consumer Markets, Consumer Behavior	2 2	Marketing Management By Philip Kotler - 15Th Edition
	4	01-4-24	1	Cultural, Social & Personal Factors	2 2	Marketing Management By Philip Kotler - 15Th Edition
	5	02-4-24	1	Developing Products & Brands, Product Levels;	2 2	Marketing Management By Philip Kotler - 15Th Edition
	6	03-4-24	1	Classifying Products, Product Range, Product Line & Product Mix	2 2	Marketing Management By Philip Kotler - 15Th Edition
	7	6-4-24	1	Product Life Cycles, New Product Development,	2 2	Marketing Management By Philip Kotler - 15Th Edition
	8	8-4-24	1	Stages of Product/ Service innovation development,	2 2	Marketing Management By Philip Kotler - 15Th Edition
	9	10-4-24	1	New Service Development	2 2	Marketing Management By Philip Kotler - 15Th Edition
	10	16-4-24	1	The Process of Adoption, Branding	2 2	Marketing Management By Philip Kotler - 15Th Edition
3.	1	19-4-24	1	Designing a Customer Driven Strategy	3 3	Marketing Management By Philip Kotler - 15Th Edition
	2	20-4-24	1	Market Segmentation	3 3	Marketing Management By Philip Kotler - 15Th Edition
	3	22-4-24	1	Targeting, Positioning Process	3 3	Marketing Management By Philip

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						Kotler - 15Th Edition
	4	23-4-24	1	Segmentation of Consumer Market	3 3	Marketing Management By Philip Kotler - 15Th Edition
	5	24-4-24	1	Segmentation of Consumer Market	3 3	Marketing Management By Philip Kotler - 15Th Edition
	6	26-4-24	1	Segmentation of Consumer Market	3 3	Marketing Management By Philip Kotler - 15Th Edition
	7	27-4-24	1	Business Market, Requirement for Effective Segmentation	3 3	Marketing Management By Philip Kotler - 15Th Edition
	8	29-4-24	1	Business Market, Requirement for Effective Segmentation	3 3	Marketing Management By Philip Kotler - 15Th Edition
	9	30-4-24	1	Market Targeting, Evaluating Market Segmentation	3	Marketing Management By Philip Kotler - 15Th Edition
	10	6-5-24	1	Selecting Target Market Segmentation	3 3	Marketing Management By Philip Kotler - 15Th Edition
	11	7-5-24	1	Positioning and Repositioning, Positioning Maps	3 3	Marketing Management By Philip Kotler - 15Th Edition
	12	8-5-24	1	Positioning and Repositioning, Positioning Maps	3 3	Marketing Management By Philip Kotler - 15Th Edition
	13	10-5-24	1	Product Positioning Strategies.	3 3	Marketing Management By Philip Kotler - 15Th Edition
4	1	3-6-24	1	Distribution Decisions, Promotion & Communication Strategies	4 4	Marketing Management By Philip Kotler - 15Th Edition
	2	4-6-24	1	Marketing Channels	4 4	Marketing Management By Philip Kotler - 15Th Edition
	3	6-6-24	1	Channel Intermediates and Functions	4 4	Marketing Management By Philip

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						Kotler - 15Th Edition
	4	7-6-24	1	Channel Structure, Channel for Consumer Products	4 4	Marketing Management By Philip Kotler - 15Th Edition
	5	8-6-24	1	Business and Industrial Products	4 4	Marketing Management By Philip Kotler - 15Th Edition
	6	10-6-24	1	Business and Industrial Products	4 4	Marketing Management By Philip Kotler - 15Th Edition
	7	11-6-24	1	Alternative Channel, Channel Strategy Decisions	4 4	Marketing Management By Philip Kotler - 15Th Edition
	8	12-6-24	1	The Promotional Mix, Advertising, Public Relations	4 4	Marketing Management By Philip Kotler - 15Th Edition
	9	14-6-24	1	The Promotional Mix, Advertising, Public Relations	4 4	Marketing Management By Philip Kotler - 15Th Edition
	10	15-6-24	1	Sales Promotion, Personal Selling, Direct and Online Marketing	4 4	Marketing Management By Philip Kotler - 15Th Edition
	11	18-6-24	1	Marketing Communication: Communication Process	4 4	Marketing Management By Philip Kotler - 15Th Edition
	12	19-6-24	1	Communication Promotion Mix	4 4	Marketing Management By Philip Kotler - 15Th Edition
	13	20-6-24	1	Factors Affecting the Promotion Mix	4 4	Marketing Management By Philip Kotler - 15Th Edition
5	1	24-6-24	1	Pricing Decisions & Personal Communication	5 5	Marketing Management By Philip Kotler - 15Th Edition
	2	25-6-24	1	Importance of Price	5 5	Marketing Management By Philip Kotler - 15Th Edition
	3	26-6-24	1	Cost Determinant of Price	5	Marketing Management By Philip

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						Kotler - 15Th Edition
4	27-6-24	1	Markup Pricing	5	Marketing Management By Philip Kotler - 15Th Edition	
5	28-6-24	1	Profit Maximization Pricing	5	Marketing Management By Philip Kotler - 15Th Edition	
6	29-6-24	1	Break-even Pricing, Pricing Strategies	5	Marketing Management By Philip Kotler - 15Th Edition	
7	01-7-24	1	Ethics of Pricing Strategy	5	Marketing Management By Philip Kotler - 15Th Edition	
8	02-7-24	1	Product Line Pricing	5	Marketing Management By Philip Kotler - 15Th Edition	
9	03-7-24	1	Word of Mouth, Rural Marketing	5	Marketing Management By Philip Kotler - 15Th Edition	
10	05-7-24	1	Bottom of the Pyramid	5	Marketing Management By Philip Kotler - 15Th Edition	
11	06-7-24	1	Relationship Marketing, Retail Marketing, Digital marketing	5	Marketing Management By Philip Kotler - 15Th Edition	
12	08-7-24	1	social media and Mobile Marketing	5	Marketing Management By Philip Kotler - 15Th Edition	
13	09-7-24	1	Market Sustainability and Ethics	5	Marketing Management By Philip Kotler - 15Th Edition	
14	09-7-24	1	Global marketing, Green Marketing.	5	Marketing Management By Philip Kotler - 15Th Edition	



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Note:

1. Ensure that all topics specified in the course are mentioned.
2. Additional topics covered, if any, may also be specified in bold.
3. Mention the corresponding course objective and outcome numbers against each topic.

LESSON PLAN (U-I)

Lesson No: Unit1/ 1-11
hrs.

Duration of Lesson: 11

Lesson Title: Introduction to Marketing

Instructional / Lesson Objectives:

- To make students understand Nature and Scope of Marketing
- To familiarize students on Goals of Marketing.
- To understand students the marketing environment
- To provide Knowledge on marketing information system.

Teaching AIDS : PPTs, Digital Board

Time Management of Class :

5 min for taking attendance
40 min for the lecture delivery
5 min for doubts session

Assignment / Questions:

Refer assignment – I & tutorial-I sheets



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LESSON PLAN (U-II)

Lesson No: Unit 2/-10

Duration of Lesson: 9.16 hrs.

Lesson Title: Analyzing Marketing Opportunities, Customer Value and Marketing Mix

Instructional / Lesson Objectives:

- To make students Consumer Decision-making
- To familiarize students on Analyzing Consumer Markets.
- To understand students the concept of Product Levels.
- To provide information on New Product Development.

Teaching AIDS : PPTs, Digital Board

Time Management of Class :

5 min for taking attendance
40 min for lecture delivery
5 min for doubts session

Assignment / Questions:

Refer assignment – I & tutorial-I sheets



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LESSON PLAN (U-III)

Lesson No: Unit-3/ 1-13

Duration of Lesson: 10.hrs.

Lesson Title: Designing a Customer Driven Strategy.

Instructional / Lesson Objectives:

- To make students understand the concept of Market Segmentation.
- To familiarize students on Business Market.
- To understand students Market Targeting.
- To provide knowledge on Positioning and Repositioning.


Teaching AIDS : PPTs, Digital Board

Time Management of Class :

5 min for taking attendance
40 min for the lecture delivery
5 min for doubts session

Assignment / Questions:

Refer assignment – I & tutorial-I sheets



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LESSON PLAN (U-IV)

Lesson No: Unit-4/ 1-13
hrs

Duration of Lesson: 9.3

Lesson Title: Distribution Decisions, Promotion & Communication Strategies

Instructional / Lesson Objectives:

- To make students understand Marketing Channels
- To familiarize students Channel Strategy Decisions.
- To understand students Promotional Mix.
- To provide knowledge on Communication Promotion Mix

Teaching AIDS : PPTs, Digital Board

Time Management of Class :

5 min for taking attendance
40 min for the lecture delivery
5 min for doubts session

Assignment / Questions:

Refer assignment – I & tutorial-I sheets



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LESSON PLAN (U-V)

Lesson No: Unit/1-14
hrs.

Duration of Lesson: 10.5

Lesson Title: Pricing Decisions & Personal Communication.

Instructional / Lesson Objectives:

- To make students understand Importance of Price.
- To familiarize students on Pricing Strategies
- To understand students Digital marketing..
- To provide knowledge on Global marketing
-
- Teaching AIDS : PPTs, Digital Board

Time Management of Class :

5 min for taking attendance
40 min for the lecture delivery
5 min for doubts session

Assignment / Questions:

Refer assignment – I & tutorial-I sheets



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ASSIGNMENT – 1

This Assignment corresponds to Unit No. 1

Question No.	Question	Objective No.	Outcome No.
1	Explain Importance and Scope of Marketing?	1	1
2	Explain the concept of , Marketing Research Process.	1	1



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ASSIGNMENT – 2


This Assignment corresponds to Unit No. 2

Question No.	Question	Objective No.	Outcome No.
1	Discuss Analyzing Consumer Markets.	2	2
2	Explain the Product Life Cycles.	2	2



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ASSIGNMENT – 3

This Assignment corresponds to Unit No. 3

Question No.	Question	Objective No.	Outcome No.
1	Explain Market Segmentation.	3	3
2	What are the Requirement for Effective Segmentation.	3	3



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ASSIGNMENT – 4

This Assignment corresponds to Unit No. 4

Question No.	Question	Objective No.	Outcome No.
1	Explain the Channel Intermediates and Functions.?	4	4
2	Write about Sales Promotion.?	4	4



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ASSIGNMENT – 5

This Assignment corresponds to Unit No. 5

Question No.	Question	Objective No.	Outcome No.
1	Discuss about Cost Determinant of Price.	5	5
2	Write about Rural Marketing.?	5	5



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TUTORIAL – 1

This tutorial corresponds to Unit No. 1 (Objective Nos.: 1, Outcome Nos.: 1)

Q1. What is the primary goal of marketing?

- A) To sell products
- B) To satisfy customer needs
- C) To promote brand image
- D) To conduct market research

Q. 2 which of the following best defines the scope of marketing?

- A) Production and distribution
- B) Selling and advertising
- C) Identifying, anticipating, and satisfying customer needs
- D) Pricing and promotion

Q.3 which of the following describes a marketplace?

- A) A physical or virtual space where transactions occur
- B) A financial institution
- C) A company's internal supply chain
- D) An advertising agency

Q.4 which of the following is NOT a part of marketing strategy?

- A) Segmentation
- B) Targeting
- C) Positioning
- D) Financial auditing



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TUTORIAL – 2

1. Which of the following is a primary step in analyzing marketing opportunities?

- A) Developing marketing tactics
- B) Conducting a SWOT analysis
- C) Setting prices
- D) Creating advertisements

2. What is the primary focus of the marketing mix?

- A) Price
- B) Promotion
- C) Product, price, place, promotion
- D) Place

3. What is customer value?

- A) The difference between total customer benefit and total customer cost
- B) The cost of acquiring a new customer
- C) The price of a product
- D) The sum of all promotional expenses

4. What is a common method to segment consumer markets?

- A) Geographic segmentation
- B) Production segmentation
- C) Supplier segmentation
- D) Market share segmentation



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TUTORIAL SHEET – 3

1. What is the first step in designing a customer-driven marketing strategy?

- A) Market targeting
- B) Market segmentation
- C) Positioning
- D) Repositioning

2. What does the positioning process involve?

- A) Identifying and evaluating different segments
- B) Creating a distinct image for the product in the consumer's mind
- C) Selecting which segments to serve
- D) Developing a marketing mix for each segment

3. What is the primary objective of market targeting?

- A) Identifying potential customers
- B) Selecting one or more market segments to enter
- C) Developing a marketing mix
- D) Conducting market research

4. Which factor is important when evaluating market segments?

- A) Segment size and growth
- B) Product price
- C) Distribution channels
- D) Advertising budget



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TUTORIAL – 4

1. What is the primary purpose of distribution channels?

- A) To increase product price
- B) To ensure the availability of products to consumers
- C) To create new products
- D) To conduct market research

2. Who are channel intermediaries?

- A) Producers who create products
- B) End consumers who purchase products
- C) Firms or individuals such as wholesalers, distributors, and retailers who help move products from producers to consumers
- D) Competitors in the market

3. What is an alternative channel of distribution?

- A) A traditional retail outlet
- B) A method other than the primary distribution channel, such as online or direct marketing
- C) A channel that only uses wholesalers
- D) A distribution channel used exclusively for seasonal products

4. What is the main goal of channel strategy decisions?

- A) To increase product costs
- B) To optimize the flow of goods from producer to consumer
- C) To limit product availability
- D) To decrease promotional efforts



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TUTORIAL SHEET – 5

1. Why is price considered an important element in the marketing mix?

- A) It directly affects the product quality
- B) It generates revenue for the company
- C) It determines the production process
- D) It is irrelevant to marketing strategies

2. Which cost is considered in cost-plus pricing?

- A) Variable cost only
- B) Fixed cost only
- C) Both variable and fixed costs
- D) Opportunity cost

3. What does break-even pricing aim to cover?

- A) Only variable costs
- B) Only fixed costs
- C) Both fixed and variable costs
- D) Marketing and distribution costs only

4. What is word of mouth in marketing?

- A) Paid advertising
- B) Personal recommendations from consumers
- C) Direct mail marketing
- D) Online banner ads



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EVALUATION STRATEGY

Target (s)

- a. Percentage of Pass : 95%

Assessment Method (s) (Maximum Marks for evaluation are defined in the Academic Regulations)

- a. Daily Attendance
- b. Assignments
- c. Online Quiz (or) Seminars
- d. Continuous Internal Assessment
- e. Semester / End Examination

List out any new topic(s) or any innovation you would like to introduce in teaching the subjects in this semester

Case Study of any one existing application



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COURSE COMPLETION STATUS

Actual Date of Completion & Remarks if any

Units	Remarks	Objective No. Achieved	Outcome No. Achieved
Unit 1	completed on 23-3-2024	1	1
Unit 2	completed on 18-4-2024	2	2
Unit 3	completed on 10-5-2024	3	3
Unit 4	completed on 22-6-2024	4	4
Unit 5	completed on 09.07.2024	5	5



Signature of HOD

Date:



Signature of faculty

Date:

Department of Masters of Business Administration

Mappings

1. Course Objectives-Course Outcomes Relationship Matrix

(Indicate the relationships by mark “X”)

Course-Objectives \ Course-Outcomes	1	2	3	4	5
	1	H		H	
2		H			
3			H		
4				H	
5					H

2. Course Outcomes-Program Outcomes (POs) & PSOs Relationship Matrix

(Indicate the relationships by mark “X”)

P-Outcomes \ C-Outcomes	a	b	c	d	e	f	g	h	i	j	k	l	PSO 1	PSO 2
	1	H			M									H
2		M	H			M							H	H
3					H				M		M			H
4						M	H						H	
5										H				

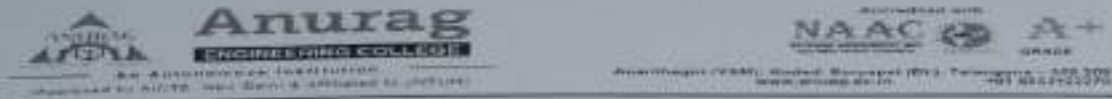
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Rubric for Evaluation

Performance Criteria	Unsatisfactory	Developing	Satisfactory	Exemplary
	1	2	3	4
<i>Research & Gather Information</i>	Does not collect any information that relates to the topic	Collects very little information some relates to the topic	Collects some basic Information most relates to the topic	Collects a great deal of Information all relates to the topic
<i>Fulfill team role's duty</i>	Does not perform any duties of assigned team role.	Performs very little duties.	Performs nearly all duties.	Performs all duties of assigned team role.
<i>Share Equally</i>	Always relies on others to do the work.	Rarely does the assigned work - often needs reminding.	Usually does the assigned work - rarely needs reminding.	Always does the assigned work without having to be reminded
<i>Listen to other team mates</i>	Is always talking— never allows anyone else to speak.	Usually doing most of the talking-- rarely allows others to speak	Listens, but sometimes talks too much.	Listens and speaks a fair amount.

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MID-1 QUESTION PAPER



I MBA II SEMESTER (R22) I - MID TERM EXAMINATIONS MAY 2024

Branch : M.B.A.
 Date : 01-May-2024 Session : Afternoon
 Subject : MARKETING MANAGEMENT, A92002

Max. Marks: 30
 Time: 120 Minutes

PART - A

ANSWER ALL QUESTIONS

10 X 1 M = 10 M

Q.No	Question	CO	BTL
1.	What do marketing information systems help with?	CO1	L1
2.	Name one promotional tool used in marketing?	CO1	L2
3.	Define marketing in one sentence.	CO1	L1
4.	Why is marketing crucial for businesses?	CO1	L1
5.	Define customer value in marketing.	CO2	L1
6.	Name one method used in analyzing consumer markets?	CO2	L1
7.	Name one level of a product?	CO2	L2
8.	What are the stages of a product life cycle?	CO2	L1
9.	What are the key requirements for effective segmentation?	CO3	L1
10.	Define market segmentation in one sentence?	CO3	L1

PART - B



ANSWER ANY FOUR

4 X 5 M = 20 M

Q.No	Question	CO	BTL
11.	Explain the concept of customer value.	CO1	L4
12.	What are the components of the marketing environment?	CO1	L4
13.	What are the steps involved in developing a new product?	CO2	L3
14.	explain process of consumer decision-making?	CO2	L4
15.	Define target marketing and its significance in a customer-driven strategy.	CO3	L3
16.	Describe the steps involved in the positioning process?	CO3	L3

Department of Masters of Business Administration

MID – 2 QUESTION PAPER

Anurag
ENGINEERING COLLEGE
(AN AUTONOMOUS INSTITUTION)

I M.B.A. II SEMESTER II MID EXAMINATIONS - JULY 2024

Branch : M.B.A.		Max. Marks : 30M
Date : 16-Jul-2024	Session : Afternoon	Time : 120 Min
Subject : MARKETING MANAGEMENT_A92002	<u>23CUE0005 IMBA II Sem</u>	

PART - A

ANSWER ALL THE QUESTIONS **10 X 1M = 10M**

Q.No	Question	CO	BTL
1.	What is the purpose of market targeting?	CO3	L1
2.	What is market positioning?	CO3	L1
3.	Define the promotional mix?	CO4	L1
4.	What is direct marketing?	CO4	L2
5.	Name an example of online marketing?	CO4	L2
6.	What is the primary goal of advertising?	CO4	L1
7.	What is word of mouth marketing?	CO5	L1
8.	What is rural marketing?	CO5	L1
9.	What is retail marketing?	CO5	L1
10.	What is relationship marketing?	CO5	L1

PART - B

ANSWER ANY FOUR **4 X 5M = 20M**

Q.No	Question	CO	BTL
11.	What are the key requirements for effective segmentation?	CO3	L2
12.	What factors should be considered when selecting target markets?	CO3	L4
13.	What are alternative distribution channels?	CO4	L3
14.	How does the target audience affect the promotion mix?	CO4	L4
15.	What are the cost determinants of price?	CO5	L2
16.	How does digital marketing benefit businesses?	CO5	L4

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Mid Marks Statement- Marketing Management-A92002

S.No.	H.T.No.	Mid - I Marks (30)	Mid - II Marks (30)	Avg of Mid-I & Mid-II (A)	Assignment - I (5)	Assignment - II (5)	Avg of Assg.- I & Assg.-II (B)	PPT (5) (C)	Total (A+B+C)
1	22C11E0018	AB	AB	0	AB	AB	0	AB	0
2	23C11E0001	30	30	30	5	5	5	5	40
3	23C11E0002	24	26	25	5	5	5	5	35
4	23C11E0003	29	28	29	5	5	5	5	39
5	23C11E0004	21	23	22	5	5	5	5	32
6	23C11E0005	27	29	28	5	5	5	5	38
7	23C11E0006	26	24	25	5	5	5	5	35
8	23C11E0007	21	18	20	5	5	5	5	30
9	23C11E0008	30	29	30	5	5	5	5	40
10	23C11E0009	27	27	27	5	5	5	5	37
11	23C11E0010	23	24	24	5	5	5	5	34
12	23C11E0011	24	24	24	5	5	5	5	34
13	23C11E0012	21	23	22	5	5	5	5	32
14	23C11E0013	27	25	26	5	5	5	5	36
15	23C11E0014	28	26	27	5	5	5	5	37
16	23C11E0015	30	30	30	5	5	5	5	40
17	23C11E0016	28	30	29	5	5	5	5	39
18	23C11E0017	27	27	27	5	5	5	5	37
19	23C11E0018	28	26	27	5	5	5	5	37
20	23C11E0019	29	30	30	5	5	5	5	40

Department of Masters of Business Administration

21	23C11E0020	24	27	26	5	5	5	5	36
22	23C11E0021	25	26	26	5	5	5	5	36
23	23C11E0023	27	26	27	5	5	5	5	37
24	23C11E0024	26	29	28	5	5	5	5	38
25	23C11E0025	29	30	30	5	5	5	5	40
26	23C11E0026	26	29	28	5	5	5	5	38
27	23C11E0027	21	24	23	5	5	5	5	33
28	23C11E0028	23	24	24	5	5	5	5	34
29	23C11E0029	26	27	27	5	5	5	5	37
30	23C11E0030	21	21	21	5	5	5	5	31
31	23C11E0031	22	26	24	5	5	5	5	34
32	23C11E0032	23	26	25	5	5	5	5	35
33	23C11E0033	28	30	29	5	5	5	5	39
34	23C11E0034	28	29	29	5	5	5	5	39



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Program			YEAR	SEMESTER	MID EXAMINATION					
B.Tech.	M.Tech.	M.B.A. ✓	I	II	I					
HALL TICKET NO.										
2	3	C	1	1	E	0	0	0	1	
Course: Marketing management										
Q.No. and Marks Awarded										
1	2	3	4	5	6	7	8	9	10	11
Maximum Marks			30			Marks Obtained			30	

(Start Writing From Here)

part - A

01) Marketing information system :-

Marketing information system refers to the gathering and collecting information about the marketing, customers and etc.

Marketing information system helps with

- 1) Internal Data
- 2) Marketing research
- 3) Marketing Intelligence
- 4) Marketing Decision Support system.

02) promotional tool used in marketing :-

promotional tool means which gives the information about the product and awareness of the product give the benefit.

- 1) Advertising - It is a paid promotion
- 2) Sale promotion - It is short-period promotion giving discounts, coupons and one plus one offerings.

03) Marketing :-

Marketing is a virtual (or) physical space (or) place where buyers and sellers come together and buying and selling products and services in the terms of money.

04) Marketing is crucial for business :-

Marketing is a crucial for business, because when a business wants to launch a product in the market. The people (or) consumers are want to awareness and evaluation of the product. that awareness is comes by marketing with different promotional activities. then people are known about the product and start purchasing, then only business growth is increasing.

05) Customer Value in marketing :-

Customer value means; Customer behaviour, preference, wants, need and demands are plays crucial role in a market. By their preferences business are manufacture products and gaining customer satisfaction. Customer is the king of the market.

06) Analysing consumer markets :-

Methods used in ACM :-

1. Trend analysis
2. Competitors analysis
3. Consumer value analysis
4. Consumer Behaviour
5. Consumer research
6. Market Segmentation.

07) Level of a product :-

1. Core product -
2. Base product
3. Augmentation product
4. Expected product
5. Potential product.

08) Stages of product life cycle (PLC) :-

1. Introduction
2. Growth
3. Maturity
4. Decline.

09) Key requirements for effective Segmentation

1. Measurable
2. Accessible
3. Substantial
4. Differentiable
5. Actionable.

10) Market Segmentation :-

Market Segmentation is the process of dividing the market into small segments within the same departments, from the different departments.

It involved into the methods,

- 1) Geographic
- 2) Demographic
- 3) Psychographic
- 4) Behavioural.

11) Customer Value :-

In every market customer is the god, so, by choosing or identify the customer preferences, taste, needs, wants, products are chosen by customers want so manufacture the products based on customer preferences steps involved in customer value :-

Build the customer value by using this steps;

1) Understand the customer :-

Analyse your customer, what he want and which type of products he want, what is his desires and what is his want, By analysing him make your decision.

2) Deliver high-quality products and services :-

Deliver the product and services with low cost and high quality. It leads to greater customer satisfaction.

3) offering Excellent of services :-

offer good services and best products to the customer. It leads to loyalty of a customer.

4) personalized customer experience :-

After deliver the product (or) services to the customer take feedback from the customer, what is his experience after using the product (or) taken services.

5) Create Strong brand identity :-

Giving best products and services with excellent offers leads to customer satisfaction and who are using products by word-of-mouth they tell to another consumer so, it's create brand.

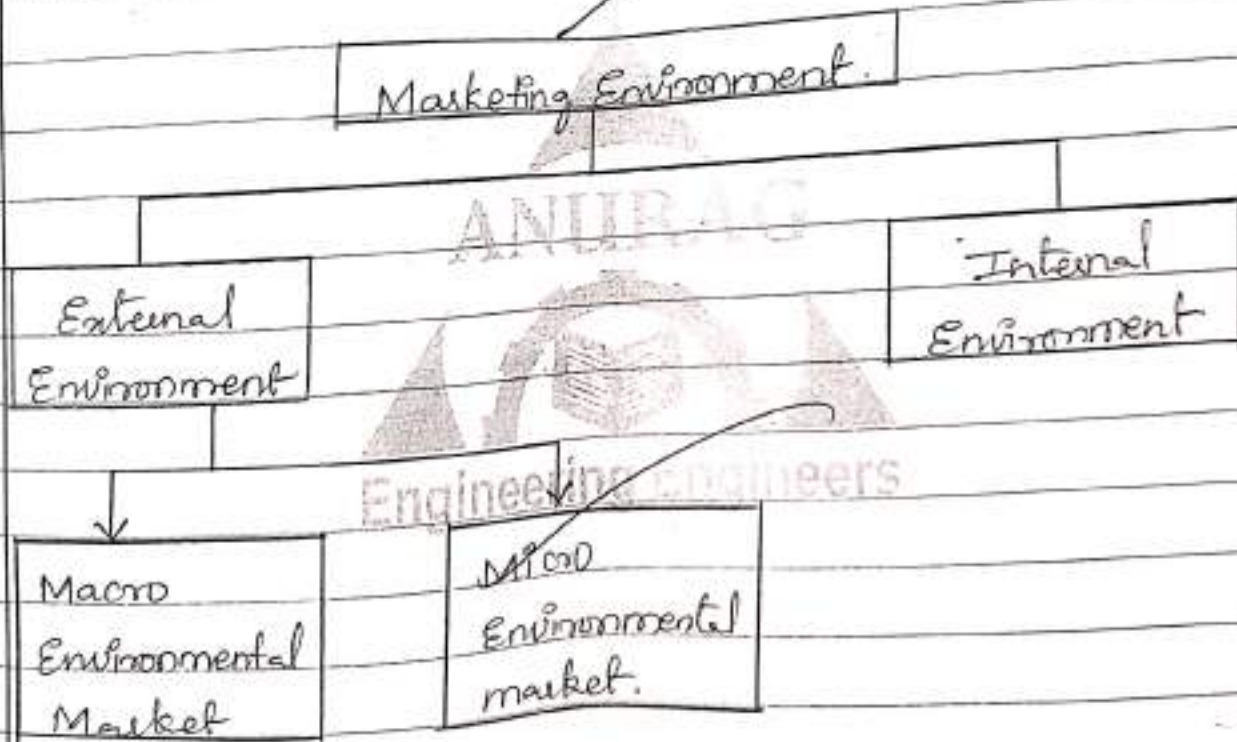
6) provide value-added services :-

provide additional services to the customer it also gives customer satisfaction.

If the customer is satisfied with our product (or) service confirms the improvement of the product (or) service. If doesn't satisfy and change the another strategy.

12) Marketing environment :-

Marketing means it is a virtual space (or) physical place where buyers and sellers are come-together and buying and selling goods and services in the terms of money. Here, Marketing environment is divided into two categories one is External and another one is internal.



1) External environment :-

External environment means out of the organization and there is profit (or) no control over the elements.

External environment is divided into two types.

a) Macro-environmental market :-

Macro-environmental market is in large size. It

b) Micro-environmental market :-
Micro-environmental market is very close to the business units and it includes suppliers, manufacturers, customers and public.

2) Internal environment :-
Internal environment refers to the with in the organization and those a complete control over the factors such as mission, vision, goals etc.

13. Developing new product :-

If any new product come into market business must be adopt that market changes, because customers are want to new technology and new innovations.

If your business ~~is not~~ adopt to the new changes customers are turn to the another business whose new technology is available. So don't turn your concentration to another business.

Steps involved in developing new product

1. Idea Generating :-

First Generate the idea based on customer behaviour and it should be different from another business.

2. Idea Screening :-

After selecting the idea, Analyse and Screen that idea, by using different ideas.

3. Concept development :-

After Screen the idea Create a concept for that idea which is suitable for that idea.

4. Concept analyse :-

Analyse the concept in which manner this concept

new concept.

product development :-
The firm's develop (or) manufacture the product by based on concept choosing.

6) Test marketing :-
Give that sample product to one of the customer by his experience and feedback after using it, we can launch the product.

7) Commercialization :-
It is nothing but introduce the product (or) launch it in the market. If the product gain more demand the product will be continue other wise it should be decline.

14) Consumer Decision-Making

Consumer Decision-making means, The making of a decision is based on the consumer behaviour, taste preference, need and want etc.

Process of Consumer Decision-making :-
1) Problem recognition :-

First recognize (or) identify the problem of a consumer, which type of products he want, what is his preference, what is his needs and wants, what is suitable for his taste. By analyzing this we can make a decision.

2) Information search :-
Consumers are seeking for a information about a particular product. They want to know about the full information of a product and they want evaluation about that services.

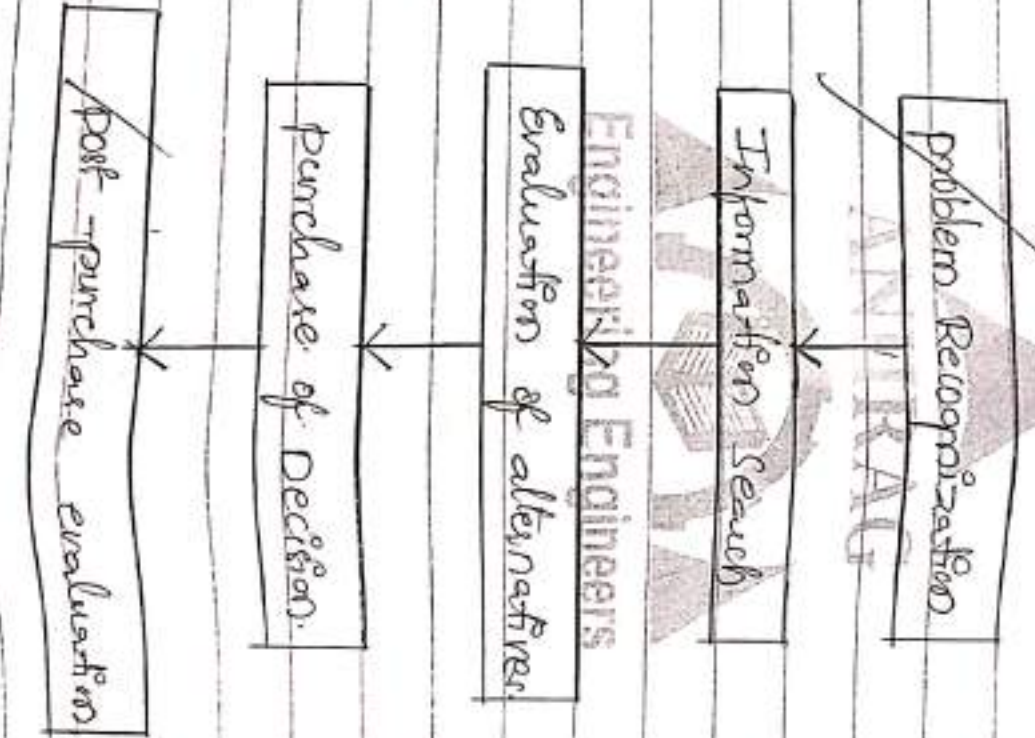
3) Evaluation of alternatives :-
The consumer search for another alternatives of the

are not good he will go through alternative product.

4) purchase of Decision :-
If all features and benefits of a product we will decide to the purchase of that product.

5) post-purchase evaluation :-
After purchasing a product he can evaluate about that product, how it is used, and how his experience, that product is good (or) bad and product is affordable or not.

Diagrammatic of consumer-Decision making.





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Program										
B.Tech.			M.Tech.				M.B.A. ✓			
HALL TICKET NO.										
2	3	C	1	4	€	0	0	7	2	
Course: marketing management										
Q.No. and Marks Awarded										
1	2	3	4	5	6	7	8	9	10	11

YEAR	SEMESTER	MID EXAMINATION
I	II	I
Regulation: R22		Branch or Specialization:
Signature of Student: B. Nagaraj		
Signature of invigilator with date: <i>[Signature]</i> 15/24		
Signature of the Evaluator: <i>[Signature]</i>		
Maximum Marks	30	Marks Obtained
		21

(Start Writing From Here)

(part - A)

- 1) marketing information system helps to consumers to identify which product is good quality and which have a less quality. To the organization find in market which product required.
- 2) The promotional tool used in market
→ Advertising
→ Discount etc.
- 3) marketing is the process of buying and selling goods & services continuously.
- 4) The ultimate moto of business profits - It was possible with comince marketing.

5) Customer is the important role in the market for any business. Without customer there is no marketing & business. Simple customer is the god for marketing.

6) The method used in analyzing consumer market is - Market research method.

7) Level of product is
↳ Initial stage
↳ Growth stage.

8) Stages of product life cycle.
↳ Initial stage / Introduction stage
↳ Growth stage
↳ ~~Marketing~~ Maturity stage
↳ Decline stage.

9 The effective segmentation wants to divide product in categories like, price based on size, price, product type etc.

10) Market Segmentation is product with many bands.

(Part - B)

12) marketing environment is dividing into 2 environments.

- ~~Internal Environment~~
- External Environment.

— Internal Environment :-

It was studied or referred

about the internal factors of a market.

i) macro ~~environment~~ environment :- macro

Large scale

environment is about economics, social

and environmental factors.

~~Environment~~ Environment :-

ii) micro ~~environment~~ environment :-

micro ~~environment~~ environment it referred

with in the market like competitors,

suppliers, owners etc..

— External Environment :-

The external environment is referred about the out of the

market.

12) When a organizer introduced a new product in a market. In that time consumers (or) customer have a no idea on that product. In this case organizer should develop the product value in the market.

The following steps are use for developing new product:

→ Advaitement :- Advaitement about the product good qualities and uses of a product through online or digitally with a famous person like models, cinema actors, sports player

→ Promotion :- Promotion with a legal famous person through mouth to mouth. how ^{Engineer} spreads a very fastly conversation about product with local politicians or famous persons.

→ Collaboration with other products: when we introduced a new product this time no one can don't know about it when you release a product with collaboration of other product it can get popularity. ex:- few years get sambar sauce collaborate with pen's.

→ Test market: in test market means
to give a product in a market
with free of cost for some
period. after a product get more
popularity.

~~Carl Jio Sim was first introduced
in market. Free of cost, present it
was the top sim in market.~~

(iv) Customer decision making is the
important aspect for marketers.
when the customer willing to
buy ~~ours~~ products that time
we can get more profits.

→ Price of the product: customer
or consumer ~~first~~ ~~insists~~ the price
of the product when we provide
product for reasonable price consumer
ready to purchase again it.

→ place: when a product available
in every city and hear to consumers
they can ready to purchase the
ours product.

→ Quality: when our product has
more quality then competitors product
with same price consumers are

→ Consumer relationship :-
When we maintain good
relation with consumers, they
ready to purchase our
products. maintaining again our
means receiving the relation
Good makes, explain customers in
product features very clearly etc.

15) Target marketing :-
Promoting and doing marketing
product in a particular market for
a targeted market.

→ price: customers always like
to purchase low price and
high quality products.

Engineering Engineers

→ Place every customer will
show interest to purchase in
near by markets, and they believe
if product have many branches
it was a good product.

→ Brand: customers should are
giving more importance to purchase
branded items.

→ Quality: Every human being was
willing to purchase a qualitative
products.



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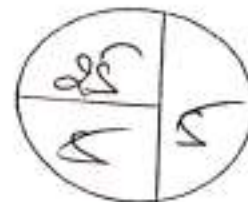


MASTER OF BUSINESS ADMINISTRATION

MID II ASSIGNMENT

YEAR & SEMESTER:	1 st year & 2 nd semester
HALL TICKET NO.:	23C11E0003
STUDENT NAME:	MD. Astiya Hunez
COURSE NAME:	Marketing Management
SUBMISSION DATE:	15-07-2024

1.	2.	3.	4.	5.
5	5	5	5	5



Astiya Hunez
STUDENT SIGNATURE


FACULTY SIGNATURE

What are the requirements for effective segmentation.

The following are the requirements for effective segmentation. They are

1. Measurable :

The size and purchasing power profiles of your market should be measurable, meaning there is quantifiable data available about it. A consumer's profiles and data provides marketing strategies with the necessary information on how to carry out their campaigns.

2. Accessible :

Accessibility means that customers and consumers are easily reached at an affordable cost. This helps determine how certain ads can reach different target markets and how to make ads more profitable.

3. Substantial :

The market a brand should want to penetrate should be a substantial number. You should clearly define a consumer's profiles by gathering data on their age, gender, job, socio-economic status, and purchasing power.

4. Differentiable :

When segmenting the market, you should make sure

that different target markets should respond differently to different marketing strategies. If a business is only targeting one segment, then this might not be as much of an issue.

5. Actionable:

Lastly, your market segments need to be actionable, meaning that they have practical value. A market segment should be able to respond to a certain marketing strategy or program and have outcomes that are easily quantifiable.

Write about channel intermediates and functions.

Channel Intermediaries and Functions:

The purpose of a channel intermediary is to move products to consumers, whether in the business or consumer sector. Channel intermediaries also provide transactional, logistics, and facilitating functions, such as physical distribution, inventory storage and sorting.

Functions of Intermediaries:

1. Information: Gathering and distributing marketing research and intelligence information about actors and forces in the marketing environment needed for planning and aiding exchange.
2. Promotion: Developing and spreading persuasive communications about an offer.
3. Contact: Finding and communicating with prospective buyers.
4. Matching: Shaping and fitting the offer to the buyer's needs, including activities such as manufacturing, grading, assembling, and packaging.
5. Negotiation: Reaching an agreement on price and other terms of the offer so that ownership or

possession can be transferred.

6. Physical Distribution: Transporting and storing goods to match product supply with demand.
7. Financing: Acquiring and using funds to cover the costs of the channel work.
8. Risk Taking: Assuming the risks connected with carrying out channel work, such as the risks of product obsolescence or fluctuations in demand.

Explain the marketing communication.

Marketing Communication:

Marketing communication refers to the process of transmitting a company's marketing messages to the target audience in order to create awareness, generate interest, stimulate desire, and encourage action. It involves the strategic use of various communication tools and channels to convey a consistent and compelling message about a product, service or brand.

The process of marketing communication typically involves the following steps:

1. Sender: The process starts with a sender, who is usually the company or organization initiating the communication. The sender has a specific message or information to convey to the target audience.
2. Encoding: The sender encodes the message by selecting the appropriate words, symbols, images and other elements to effectively communicate the intended meaning.

6. Decoding
min
int.

3. Message Channel: The sender selects the most suitable communication channel or channels to deliver the message to the target audience. The choice of channels can include: advertising, personal selling, public relations, direct marketing, digital marketing, social media, or a combination of these, depending on the target audience, message content, budget and other factors.

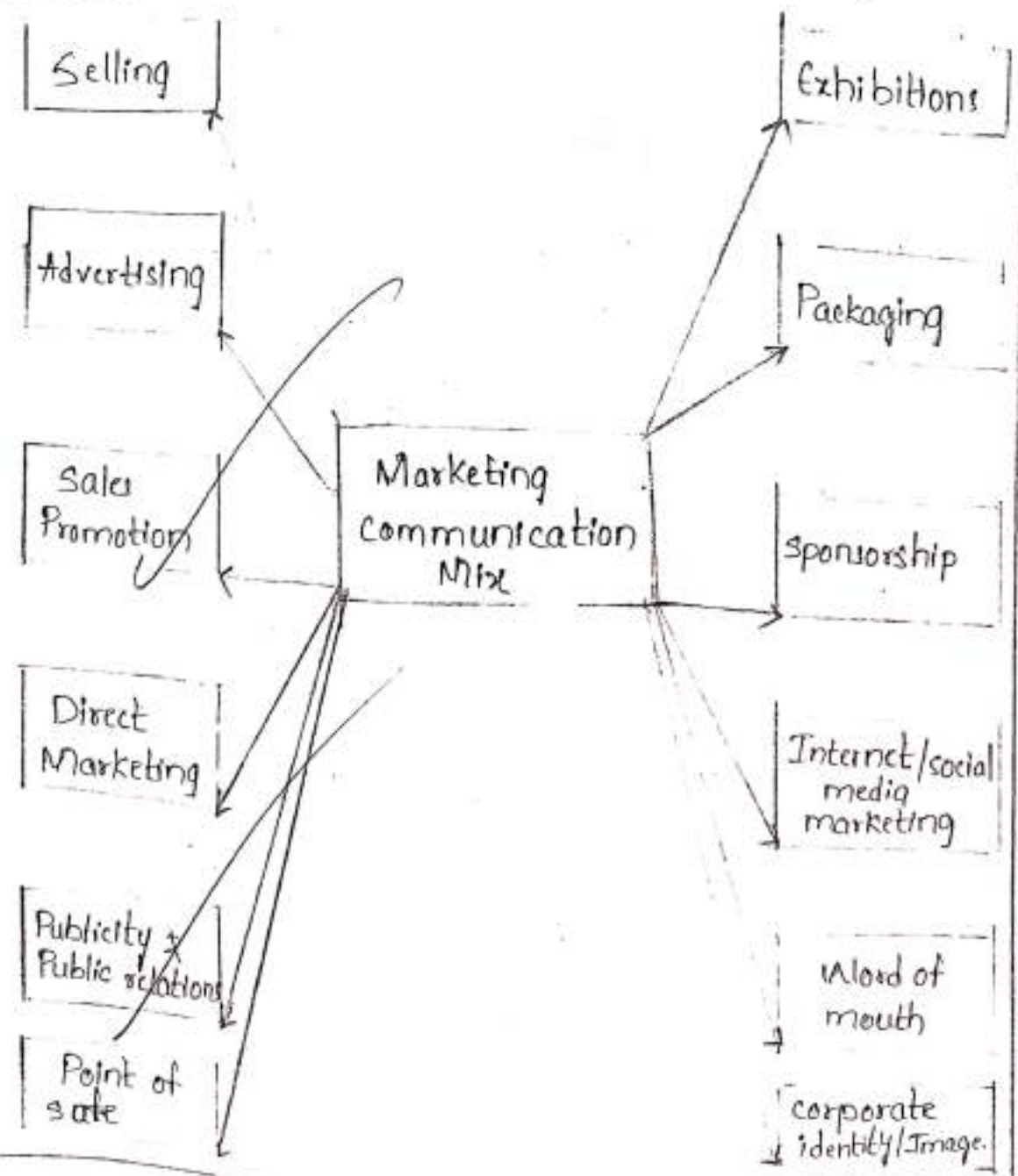
4. Transmission: The message is transmitted through the selected communication channels to reach the target audience. The sender may use different media platforms such as television, radio, newspapers, magazines, websites, social media platforms, or physical distribution channels, to ensure broad and effective message dissemination.

5. Reception: The target audience receives the message through the chosen communication channels. It is important to ensure that the message reaches the intended recipients and that they have the opportunity to understand and interpret the message accurately.

- 27
6. Decoding: The audience decodes the message by interpreting and understanding the information conveyed. The decoding process can be influenced by factors such as the audience's knowledge, attitudes, beliefs, cultural background, and personal experiences.
7. Feedback: Feedback plays a crucial role in the communication process. The audience provides feedback to the sender, indicating their level of understanding, acceptance, or response to the message. Feedback can be direct, such as customer inquiries or comments, or indirect, such as sales figures, website traffic, or social media engagement metrics.
8. Response:
Based on the feedback received, the sender evaluates the effectiveness of the communication and the audience's response. If the desired response is not achieved, the sender may modify the message, adjust the communication channels, or make other strategic changes to improve the impact of future communication efforts.
9. Noise: - Throughout the communication process, there may be interference or distractions known as "noise".

that can distort or hinder effective communication. Noise can be external factors such as competing advertisements, technical issues, or internal factors such as language barriers, cultural differences, or misinterpretation of the message.

Marketing communication mix:



Describe in Detail cost of determinant of price.

The Cost Determinant of Price:-

Methods used to set prices

- * Markup pricing
- * Keystoning
- * Profit maximization pricing
- * Break even pricing
- * Target - Return pricing

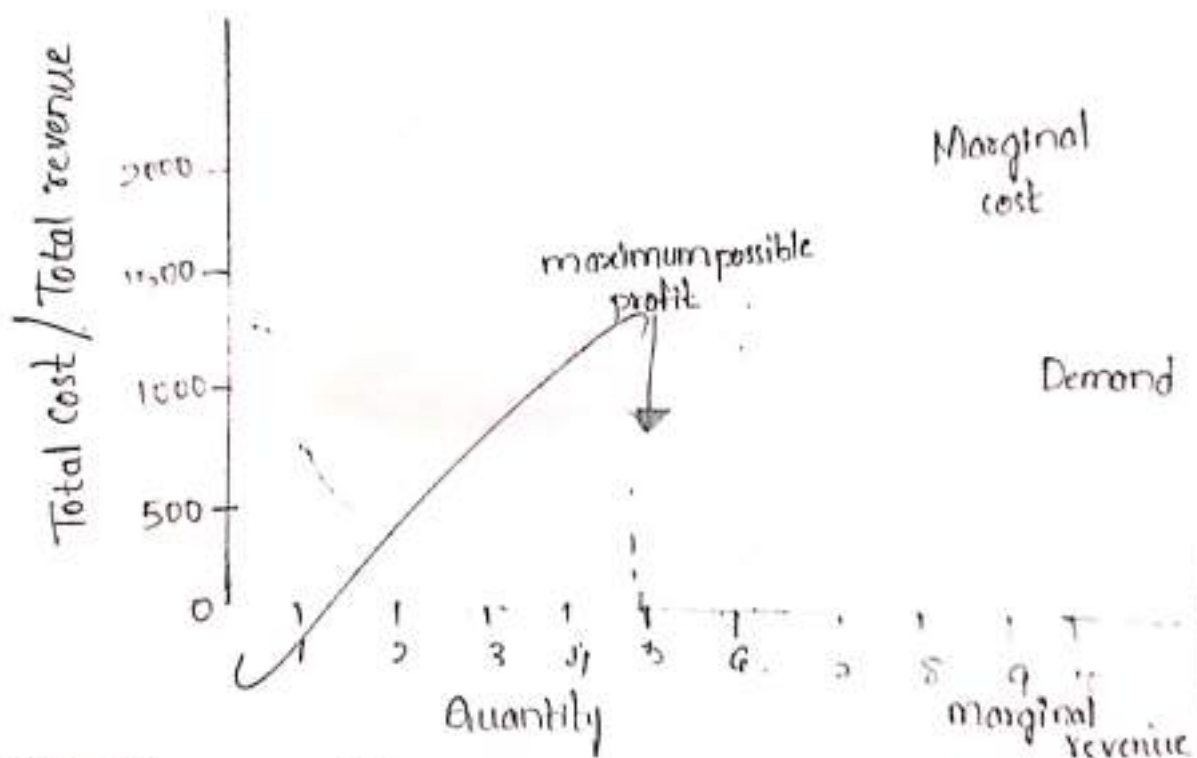
1. Markup Pricing:-

Markup pricing refers to a pricing strategy where in the price of a product or service is determined by calculating the sum of the products and a percentage of it as a markup. In other words it's the method of adding a percentage to a products cost to determine its selling prices.

* You have calculated 30% of the cost when the cost is \$ 5.00 you add $0.30 \times \$ 5.00 = \$ 1.50$ to obtain a selling price of $\$ 5.00 + \$ 1.50 = \$ 6.50$.

2. Profit Maximization Pricing: Profit maximization is the short run or long run process by which a firm determines the price and output level that returns the greatest profit.

* The profit-maximizing choice for the monopoly will be to produce at the quantity where marginal revenue is equal to marginal cost. That is $MC = MR$, if the monopoly produce a lower quantity. Then $MR > MC$ at those level of output and the firm can make higher profits by expanding output.

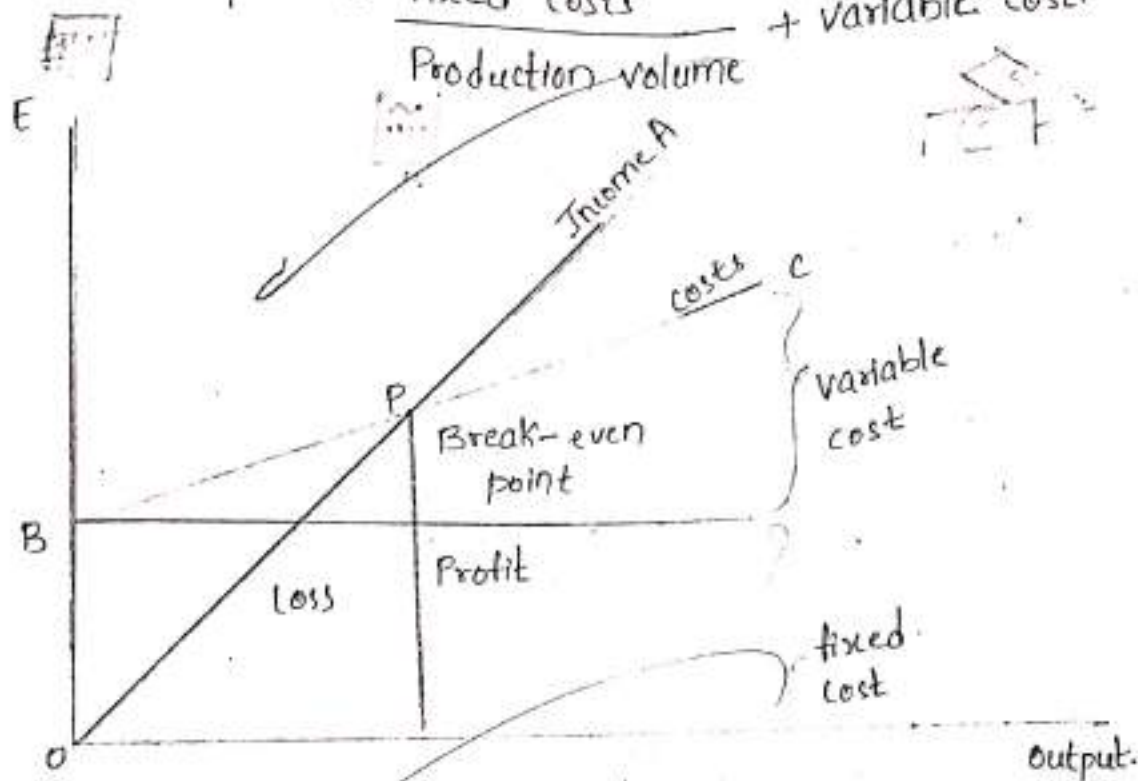


3. Break even pricing:

In manufacturing the break-even price is the price at which the cost to manufacture a product is equal to its sale price. Break-even pricing is often used as a competitive strategy to gain market share, but a break-even price strategy can lead to the perception

that a product is of low quality.
 Break-Even price formula

$$\text{Break-even price} = \frac{\text{fixed costs}}{\text{Production volume}} + \text{variable cost.}$$



- 5) Write in detail about bottom of the pyramid marketing
- a) Bottom of the pyramid (BOP) marketing refers to a business to the a business strategy that targets the lowest socioeconomic segment of the population approximately 4 billion people living on less than superday. BOP marketing aims to
- ⇒ Develop affordable products and services that meet the basic needs of this demographic

→ Create sustainable business models that generate profits while addressing social and economic inequalities.

→ Faster inclusive growth and social impact by empowering low income individual and communities.

b) Rural Marketing:

Rural marketing is a process of developing, pricing, promoting, and distributing rural specific goods and services leading to desired exchange with rural customers to satisfy their needs and wants, and also to achieve orgⁿ objectives.

Rural marketing - promotion strategies:-

- Personal selling in rural Region
- Push-up sales promotion
- Free-distribution of samples
- With-pack premium
- Price-off premium
- Money Refund premium
- Exchange premium
- Interactive Games.

rate

→ The bottom of pyramid marketing approach was popularized by the same person who introduced the concept in the concept of In Business Strategy, C. K. Prahalad, and it builds upon the idea of viewing the world's poor not only as beneficiaries of charity or aid but as potential consumers with unique needs and preferences.

1. **Affordability:** Products and services offered to the BOP consumers must be affordable & priced within their limited budget.
2. **Adaptation:** BOP marketing involves understanding the specific needs, aspirations and cultural factors of the target consumers.
3. **Scalability:** Since the BOP market comprises a large number of potential consumers, scalability is crucial for success.
4. **Social Impact:** While the primary goal of BOP marketing is to generate profits. It is also focused on regulatory challenges. It also focuses on positive social impact.
5. **Partnership:** BOP marketing often requires collaboration with local organizations, govt, & NGOs to navigate regulatory challenges, cultural nuances & distribution barriers.



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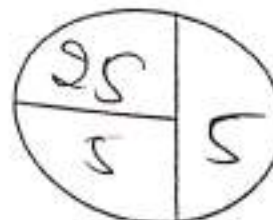


MASTER OF BUSINESS ADMINISTRATION

MID II ASSIGNMENT

YEAR & SEMESTER:	I year and II sem
HALL TICKET NO.:	23C11E0001
STUDENT NAME:	Anusha. Nimmala
COURSE NAME:	Marketing Management
SUBMISSION DATE:	15/07/2024

1.	2.	3.	4.	5.
5	5	5	5	5



Anusha. N.
STUDENT SIGNATURE

FACULTY SIGNATURE

What are the requirements for effective segmentation?

1. Measurable :

The size and purchasing power profiles of your market should be measurable, meaning there is quantifiable data available about it. A consumer's profiles and data provides marketing strategies with the necessary information on how to carry out their campaigns.

2. Accessible :

Accessibility means that customers and consumers are easily reached at an affordable cost. This helps determine how certain ads can reach different target markets and how to make ads more profitable.

3. Substantial :

The market a brand should want to penetrate should be a substantial number. you should clearly define.
 a. consumer's profiles by gathering data on their age, gender, job, socio-economic status, and purchasing power.

4. Differentiable :

When segmenting the market, you should make sure that different target markets respond differently to different marketing strategies. If a business is only targeting one segment, then this might not be as much of an issue.

5. actionable: market segments need to be actionable meaning that have practical value. A market segment should be able to respond to a certain marketing strategy or program and have outcomes that are easily quantifiable.

2. write about channels, intermediaries and functions? The purpose of a channel intermediate is to move products to consumers, whether in the business or consumer sector. Channel intermediaries also provide transactional, logistics and facilitating functions, such as physical distribution, inventory storage and sorting.

Functions of intermediaries :-

1. Promotion: They often undertake promotional activities and support manufacturers in advertising campaigns to increase consumer product awareness.
2. Information: providing market research and data analysis.
2. offering insights and expertise on specific industries or markets
3. helping buyers and sellers find each other.
3. Matching:
 - connecting buyers and sellers with matching needs and requirements.

facilitate
Risk taking
mitigate

• facilitating negotiations and transaction.

4. Risk taking:

• mitigating risks associated with transactions, such as fraud or default.

• offering insurance or guarantee service.

5. Finance:

• providing financing options for buyers or sellers.

• managing payment processing and transactions.

6. Contact:

• Identify potential business partners

• Establish relationships

• facilitate trade and transactions

• Build trust and credibility.

7. Physical distribution:

• Get products to market efficiently.

• Reduce transportation costs and transit times.

• Increase the speed and accuracy of order fulfillment

8. Negotiation:

• Facilitate agreements and transactions.

• Build relationships and trust.

• Create value for all parties involved.

• Enhance market efficiency.

5. Explain the marketing communication.

Marketing communication refers to the process of transmitting a company's marketing messages to the target audience in order to create awareness, generate interest, stimulate desire, and encourage action. It involves the strategic use of various communication tools and channels to convey a consistent and compelling message about a product, service, or brand.

The process of marketing communication:

1. Sender: The process starts with a sender, who is usually the company or organization initiating the communication. The sender has a specific message or information to convey to the target audience.

2. Encoding: The sender encodes the message by selecting the appropriate words, symbols, images, and other elements to effectively communicate the intended meaning.

3. Message channel: The sender selects the most suitable communication channel or channels to deliver the message to the target audience.

4. Transmission: The message is transmitted through the selected communication channels to reach the target audience. The sender may use different media platforms, such as television, radio, newspapers, magazines, websites, social media platforms, or physical distribution channels, to ensure broad

effective message dissemination.

reception: The target audience receives the message through the chosen communication channels. It is important to ensure that the message reaches the intended recipients and that they have the opportunity to understand and interpret the message accurately.

6. Decoding: The audience decodes the message by interpreting and understanding the information conveyed. The decoding process can be influenced by factors such as the audience's knowledge, attitudes, beliefs, cultural background, and personal experiences.

7. feedback: Feedback plays a crucial role in the communication process. The audience provides feedback to the sender, indicating their level of understanding, acceptance, or response to the message.

8. Response: Based on the feedback received, the sender evaluates the effectiveness of the communication and the audience's response.

9. Noise: Throughout the communication process, there may be interference or distractions known as "noise" that can distort or hinder effective communication.

4.

Describe in detail cost determinant of price.

The main determinants that affect the price are: product cost. The utility and demand. Extent of competition in the market. Government and legal regulations.

Methods used to set prices :-

1. Markup pricing: Markup pricing refers to a pricing strategy wherein the price of a product or service is determined by calculating the sum of the product's and a percentage of it as a markup.

Example: you have calculated 30% of the cost. when the cost is \$5.00 you add $\$5.00 \times 30\% = \1.5 to obtain a selling price of $\$5.00 + \$1.5 = \$6.5$. This is what I would call a markup of 30%.

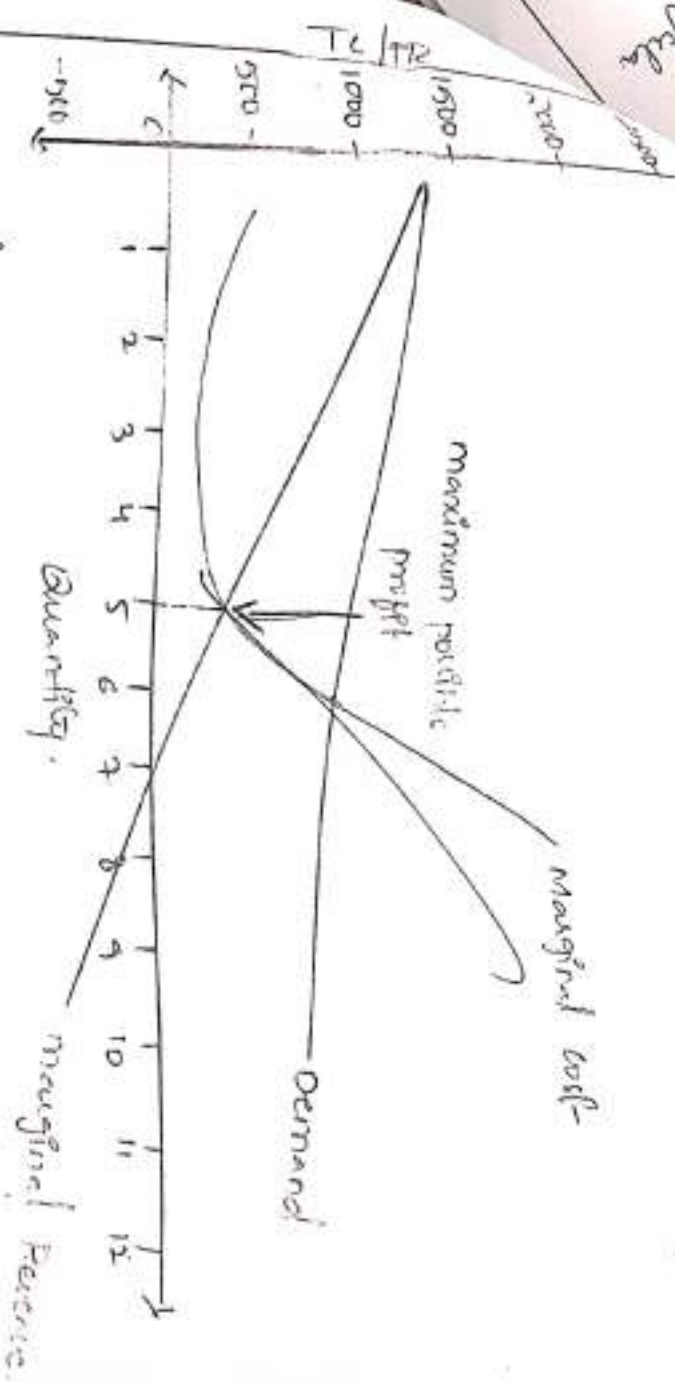
2. Profit maximization pricing: Profit maximization is the short run or long run process by which a firm determines the price and output level that returns the greatest profit. Any costs incurred by a firm may be classed into two groups: fixed costs and variable costs.

Example: The profit-maximizing choice for the monopoly will be to produce at the quantity where marginal revenue is equal to marginal cost, that is $MR = MC$. If the monopoly produces a lower quantity, then $MR > MC$ at those levels of output, and the firm can make

higher profit.

Price are:
 extent of
 and regula

profits by expanding output.



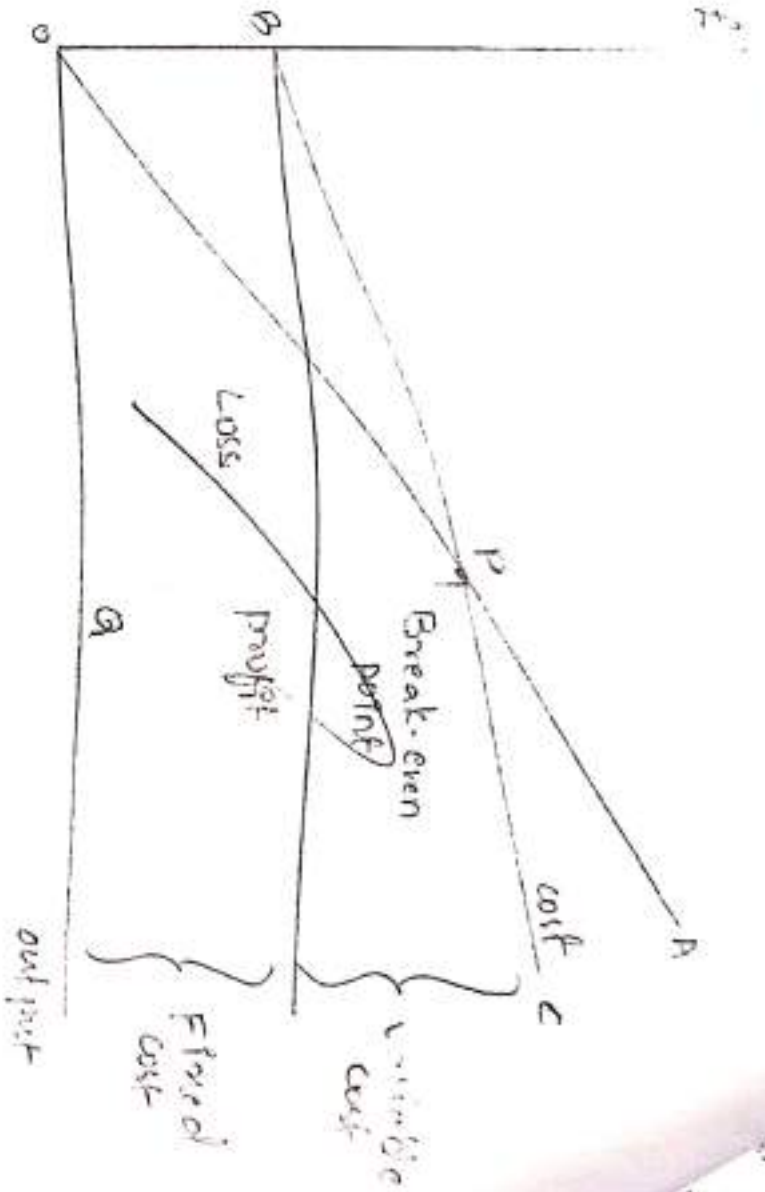
3. Break-even pricing:

In manufacturing, the break-even price at which the cost to manufacture a product is equal to its sale price. Break-even pricing is often used as a competitive strategy to gain market share, but a break-even price strategy can lead to the perception that a product is of low quality.

Break-even price formula

$$\frac{\text{Fixed costs}}{\text{production volume}} + \text{variable cost}$$

~~Break-even price = $\frac{\text{Fixed costs}}{\text{production volume}} + \text{variable cost}$~~



5. write in detail cost determination

- a) bottom of the pyramid market
- b) Rural marketing.

a) BOP :-

The Bottom of the pyramid (BOP) market refers to the largest and poorest socioeconomic group in a country, typically comprising around 60-70% of the population. This segment has been largely underserved or overlooked by businesses and organizations, yet it presents a significant opportunity for sustainable growth and social impact.

Characteristics of BOP markets :-

- low income, daily per capita income is typically less than \$ 2-3
- limited access to basic services like healthcare, education, and finance
- high population density in urban slums or rural areas
- limited formal employment, with many engaged in informal activities.
- limited access to technology, infrastructure, and social services.

Challenges in BOP market :-

- affordability and pricing.
- limited distribution channels and infrastructure
- cultural and language barriers
- limited awareness and education
- high transaction costs.

b) Rural marketing :-

Rural marketing is a process of developing, pricing, promoting, and distributing rural specific goods and services leading to desired exchange with rural customers to satisfy their needs and wants, and also to achieve organizational objectives.

Rural marketing - promotion strategies :-

- personal selling in rural region
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- Free distribution of samples
- with-pack premiums
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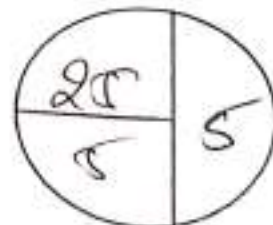


MASTER OF BUSINESS ADMINISTRATION

MID I ASSIGNMENT

YEAR & SEMESTER:	I year & II Semester
HALL TICKET NO.:	23C11E0005
STUDENT NAME:	Sayyad. Bajibaba.
COURSE NAME:	marketing management
SUBMISSION DATE:	29/04/2024

1.	2.	3.	4.	5.
5	5	5	5	5



Sd. Bajibaba.
STUDENT SIGNATURE

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Define marketing and explain its importance and scope.

Marketing is the process of creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

Importance of marketing :-

Marketing is more important for businesses and organisations for several reasons.

1. Identifying Customer needs :- marketing research helps companies to understand the needs, preferences and behaviours their target customers.
2. Building brand awareness and loyalty :- effective marketing helps to build brand awareness and establish brand's reputation in market.
3. Driving sales and revenue :- marketing activities such as advertising, promotions, and sales help to drive sales.
4. Differentiating from competitors :- marketing can help businesses to differentiate themselves from competitors by highlighting unique value propositions, product features or benefits.

5. Enhancing Customer Relationship: marketing helps to build and maintain strong relationships with customers, leading to greater customer satisfaction and retention.

⇒ Scope of marketing

1. Product development: marketing plays a key role in the development of new product or service.
2. Pricing: marketing helps to determine the optimal price for products and services based on customer demand.
3. Promotion: marketing includes a range of promotional activities such as advertising, public relations and sales promotion etc.
4. Market Research: marketing includes the use of research methods to gather information about customer needs.
5. Branding: marketing including activities aimed at building and managing a brand's reputation including developing brand.
6. Distribution: it involves developing strategies for product distribution etc...

Marketing

Define market research and process.

Market research is the process of collecting and analyzing data about a specific market, industry or customer segment. The purpose of market research is to gain insights and understanding of the market and its dynamics. Such as consumer behaviour, preference and trends.

The process typically involves the following steps:

1. Define the problem: The first step in the marketing research process is to clearly define the research problem or objective. This involves identifying research questions, objectives, and hypotheses that need to be addressed.
2. Develop the research plan: Based on the research problem, business develop a research plan that outlines the research design, methodology, sampling plan, and data collection methods to be used.
3. Collect data: With the research plan in place, businesses begin collecting data using various methods such as surveys, focus groups, etc. or secondary data sources.

4. Analyze data : once data has been collected businesses analyze it using statistical tools and techniques to identify patterns, trends and insights.

5. Interpret and present findings : After analyzing the data, businesses interpret the results and present findings to stakeholders in a clear and concise manner.

6. Take Action : Based on the insights gained through the research, business take action to make informed decisions about product development, marketing strategies, pricing, and distribution channels.

7. monitor and evaluate : finally, business continuously monitor and evaluate the results of their marketing research efforts to ensure they are meeting their objectives and adjust their strategies as needed.

write in detail analyzing consumers market.

Analyzing consumers markets involves examining and understanding the behaviour and preference of individual consumers and how they make purchasing decisions.

it is a critical process for companies that want to develop effective marketing strategies and achieve success in their target market.

1. Market Segmentation: The first step in analyzing consumer markets is to divide the market into segments based on common characteristics such as demographics, psychographics and behaviour.
2. Consumer research: Companies conduct research to gather information about consumer, such as their attitude, opinions and buying behavioural research can be conducted through surveys, focus groups and other methods.
3. Consumer behaviour: Analyzing consumer behaviour involves understanding how consumers make purchase decisions, including the factors that influence their decision-making process.

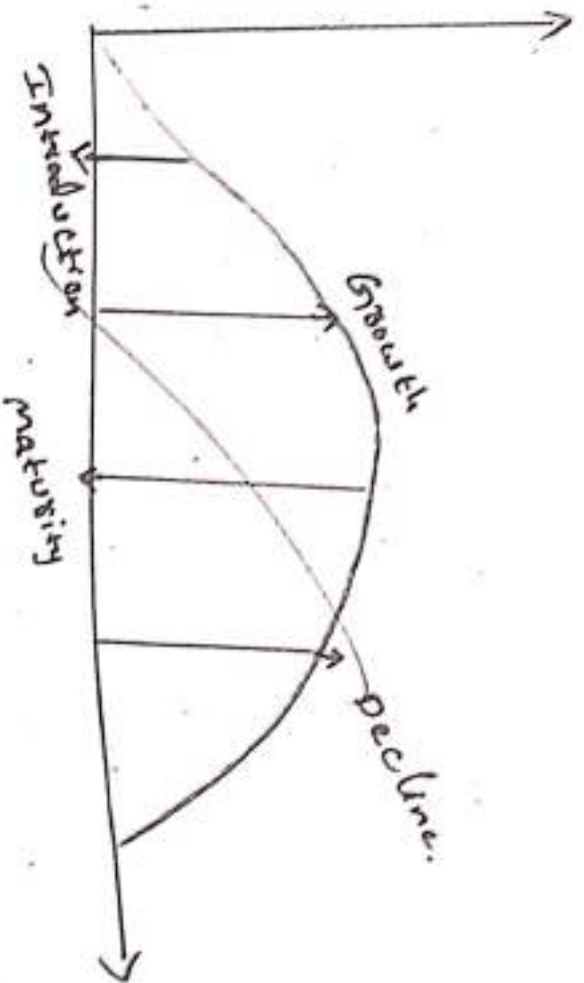
4. Competitor Analysis: Analyzing competition companies to understand their strengths, weaknesses, and strategies. This information can be used to develop effective marketing strategies and gain competitive advantage.

5. Trend Analysis: Companies analyze trends to identify changes in consumer behavior and preferences. This information can be used to adapt marketing strategies and develop new products or services that meet needs.

6. Consumer Value Analysis: Analyze consumer value involves understanding what consumers perceive as valuable in a product or service including quality, convenience and price. This information can be used to develop pricing strategies and positioning statements that resonate with consumers.

Ex 1

5
Explain product life cycle.



The product life cycle is a marketing concept that describes the stages a product goes through from its introduction to the market until its eventual decline. The product life cycle has four main stages.

1. Introduction: In this stage, a new product is introduced to the market, sales are usually low, and the companies may focus on building awareness and generating demand through marketing and advertising. The company may also be making significant investment in product development and distribution.

2. Growth: In the growth stage, sales begin to increase as the product gains attraction with consumers. This is usually due to a combination of increased awareness, positive word of mouth, and effective marketing. The company may also distribute and production capabilities etc..

3. Maturity :-

In the maturity stage, sales growth begin to slow as the product reaches a saturation point in the market. Competitors may enter the market and increase competition, putting pressure on the company to differentiate its product and maintain market share. The company may also focus on maximizing profits by reducing costs and increasing efficiency.

4. Decline :-

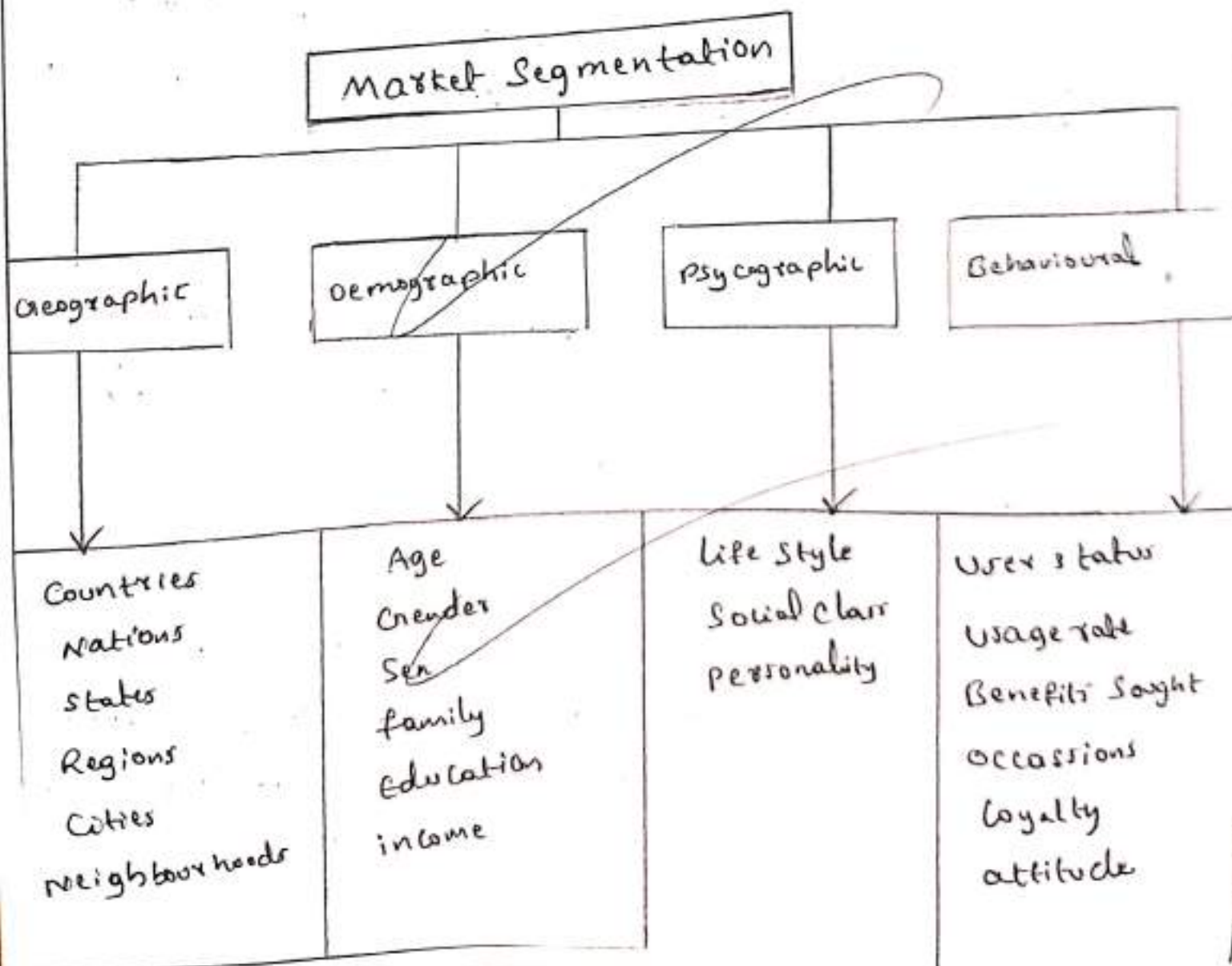
In the decline stage, sales start to decline as the product loses relevance and popularity with consumers. This may be due to the changes in consumer preferences, new technologies or increased competition. The company may phase out the product or invest in new marketing strategies to try to extend products life cycle.

Explain about market Segmentation:

Market Segmentation is the research that determines how your organisation divides its customers or cohort into similar groups based on characteristics such as, age, income, personality traits or behaviour... Companies who properly segment their market enjoy significant Advantages.

Segmentation of Consumer market:

As its core, market Segmentation is the practice of dividing your target market into approachable groups.



• Geographic :-

Geographic market segmentation involves dividing a market based on geographic factors such as region, country, city or climate. It helps businesses tailor their products or services to meet the specific needs and preferences of different geographic areas.

• Demographic :-

Demographic market segmentation involves dividing a market based on demographic variables such as age, gender, income, education, occupation, marital status and more. It helps businesses target specific consumer groups with product or services.

• Psychographic :-

It involves dividing a market based on psychographic variables such as values, attitudes, interests, lifestyle, personality traits and behaviour.

• Behavioural :-

It involves dividing a market based on consumers' behaviours. Such as their purchasing patterns, loyalty, attitude or product usage. It helps businesses understand how consumers interact with product or service.



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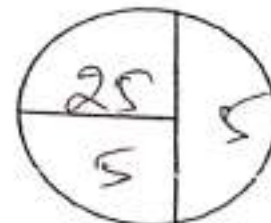


MASTER OF BUSINESS ADMINISTRATION

MID 3 ASSIGNMENT

YEAR & SEMESTER:	3 YEAR 3 SEM
HALL TICKET NO.:	23EN60002
STUDENT NAME:	33mm303. ANVESH
COURSE NAME:	Marketing Management
SUBMISSION DATE:	29/04/2024

1.	2.	3.	4.	5.
5	5	5	5	5



S. Anvish

STUDENT SIGNATURE

Geetha

FACULTY SIGNATURE

137
Define Marketing? Explain its importance and scope?

Introduction to Marketing :-

Marketing is the process of creating and communicating, as well as delivering and exchanging offerings that have a value to customers, clients, partners, society at large.

① It involves the identifying the customer's needs and wants and developing strategies to meet or those needs through product development, pricing, promotion and distribution.

② The marketing process is gathering the typically begins with the research and which involves gathering information about the market including customer needs and preferences or the behaviours and the industry trends.

Definition :-

Marketing can be defined as the process of planning and executing the conception, planning, promotion & distribution of ideas, goods and services or to create exchange that are satisfy in individual & organizational objectives.

Importance of Marketing :-

Marketing is important for the business for several issues

① Identifying Customer needs :-

Marketing research helps the companies to understand the needs, preferences and behaviours of their target customer.

② Building brand awareness and loyalty :-

Effective marketing helps the build the brand awareness and

Safety Entitlement & reputation in the mistake this can replace brand loyalty and repeat business and customers.

③ Promote
Marketing

③ Driving out revenue :-

Marketing activities such as advertising, promotions and Safety Entitlement help to drive sales and revenue for business.

④ Differentiation of Customers :-

Marketing can help business to differentiate them selves from competitors by highlighting unique value propositions product features or benefits.

⑤ Adding to changing Market Competitions :-

Marketing can help business to differentiate them selves from competitors by highlighting value or propositions product features (or) benefits.

⑥ Enhancing Customer Relations :-

Marketing helps to build and maintain strong relationships with customers.

Scope of Marketing :-

① Product Development :-

Marketing plays a key role in the development of new product (or) service include identifying customer needs, conducting marketing research and defining product lines.

② Pricing :-

Marketing helps to determine the optimal price for products and services, based on customer demand, competition & cost.

3) Promotions :-

Marketing includes a range of promotional activities such as advertising, public relations, such as promotions & personal selling aimed to increase brand.

4) Distribution :-

Marketing involves developing strategies for products including selecting channels or distributors managing inventory levels.

5) Marketing Research :-

Marketing includes to use to the research methods to gather information about customer needs to preference & behavioural.

6) Branding :-

Marketing includes activities aimed at building and managing brands reputation, including brand identity & establishing brand loyalty.

7) Customer Relationship Management :-

Marketing involves developing and maintaining strong relationship with customers through effective communication service & loyalty.

2) Define market research and process?

Market research is the process of collecting and analyzing the data about a specific market industry and customer segments or the purpose of market research to gain insights and the understanding of the market & dynamics.

The process typically involves the following steps :-

1) Define the problem :- The first step in the marketing research

Process to clearly defining the research problem or [or] objective
This involves identifying the problems and questions & hypothesis

② Develop the Research Plan :-

Based on the research problem, business develop a research plan that outlines the research design, methodology, sampling plan and data collection or methods to be used.

③ Collect Data :-

The Research plan in place, business begin with the collect data using various methods such as focus, groups, interviews or secondary sources.

④ Analyze Data :-

Once has been collected business analyze the begin collected data with various methods such as by using statistical tools and techniques, trends and insights.

⑤ Interpret and Data Finding :-

After analyzing the data and business interpret the results and present the finding to stakeholders.

⑥ Take Action :-

Based on the insights gained through the research business take action to make informed decisions & product development marketing.

⑦ Monitor and Evaluate :-

Finally business continuously monitor and evaluate the results of their marketing research and adjust to

to the extent there are marketing & their objectives.

write in detail? Analyzing Consumer Market?

Analyzing consumer market involves examining & understanding the behaviour and preferences of individual consumers and how they are make purchase decisions.

It is a critical process for companies that want to develop an effective marketing strategy to achieve target.

1) Market Segmentation :-

The first step in analyzing consumer markets is to divide the market into segments based on common characteristics such as demographic, psychographic & behaviour.

2) Consumer Research :-

Consumer research gathers information about consumers such as attitudes, opinions & buying behaviour. research can be conducted through surveys, focus groups.

3) Consumer Behaviour :-

Analyzing consumer behaviour involves to the understanding how consumers make purchase and decision making process. This can include evaluating the marketing.

4) Competitor Analysis :-

Analyzing the customer value involves the companies to understand their strengths & weakness and strategies.

5) Trend analysis :-

Companies can analyze trends to identify the changes in consumer behaviour & preference.

6) Consumer value analysis :-

Analyzing consumer involves understanding what consumers perceive as valuable in a product service including its price.

Q Explain Product Life Cycle?

Ans:

The product life cycle is a marketing concept that strategises a product goes through from its introduction to the market until even just decline.

Introduction :-

In this stage a new product is introduced into the market sales are usually low and the company may be bound focused on building awareness and generally demand through marketing and advertising the investment. The company may also be making significant investment in product development.

Growth :-

In the growth stage sales begin to increase as the product gains traction with the consumers. This usually is a combination of awareness, positive word of mouth and effective marketing. The company may also be expand distribution & production capability to keep up with demand.

Maturity :-

In the maturity or stage the begins with the sales of the product reaches a saturation point in market. Competition may enter the market and increase competition putting pressure on the company to differentiate its product and maintain its market share.

Decline :-

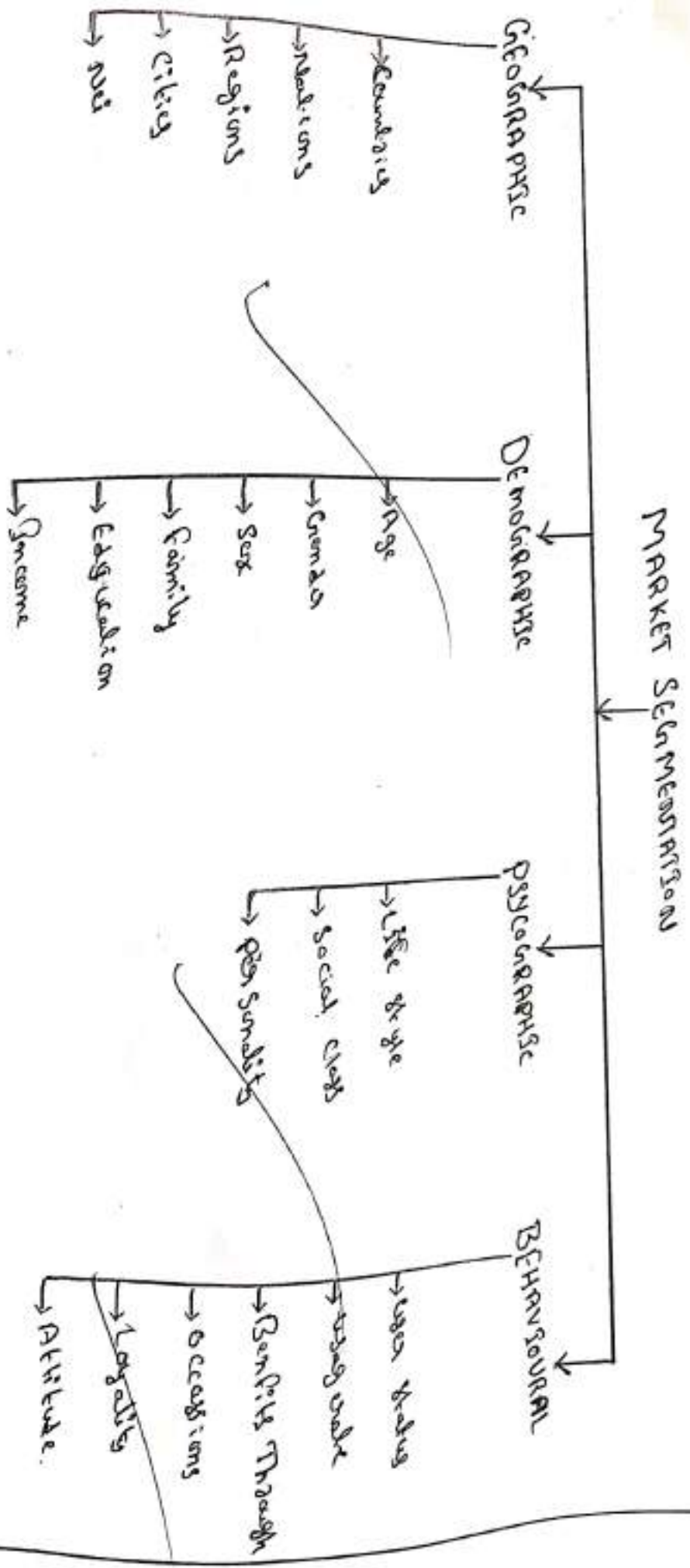
In the decline stage sales start decline as the product loses relevancy and popularity with consumers. This may due to change in the consumer preference, new technologies or in increase competition. The company may phase out the product or invest in new marketing strategies to try extend product life.

5) Explain market segmentation?

A market segmentation is the process that are determining the how your organization divides in the customer [or] a group of people with a shared characteristics into smaller groups [or] business group based on the characteristics or such as age, income, personality [or] behavior. ... Companies who properly segment their market enjoy their significant advantage.

Segmentation of consumer market :-

At its core, market segmentation is the process of dividing your target market into the appropriate groups.



THE END

Program		
B.Tech.	M.Tech.	M.B.A. ✓

YEAR	SEMESTER	MID EXAMINATION
I	II	II

HALL TICKET NO.										
2	3	0	1	1	E	0	0	0	7	

Regulation: R22	Branch or Specialization: MBA
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Course: Marketing Management

Signature of Student: B. Janya

Q.No. and Marks Awarded

Signature of invigilator with date: AD 16/7/24

1	2	3	4	5	6	7	8	9	10	11

Signature of the Evaluator: [Signature]

Maximum Marks: 20	Marks Obtained: 18
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(Start Writing From Here)

Part - B.

5) Digital Marketing is an online platform, to promote your business and selling your product. Why to choose to Digital Marketing it is easy and low cost. Advertising platform, Digital Marketing Right person to Right time you can target. When the customer need that time will be your product will be show to the Social Media In customer mobile view.

- P.P.C
- Social Media
- SEO
- Google Analysis
- website.

Those steps are required to do Digital Marketing and Growth your Business. Advantages to Digital Marketing

1. PPC :-

PPC Means Pay Per Click it is Social Google Media Google Ads when you run the Campaign that time will be PPC will show your Google Ads Ad and show your Ad Quality and How Much and Audience and Location Based that PPC cost will depend when the Customer come to see your Ad and click to your Ad Money will be Google charge that is PPC.

2. Social Media :-

Nowaday So Many peoples using Social Media Now Facebook and Instagram So Many Social Media platform Run the Campaign and Ad what's app also Business APP to promote your Business

3. SEO

Search Engine Optimization this is a Google platform when you Build the website that time you do the SEO and Build the website strongly.

4. Google Analytics :-

Google Analytic is see how Much of your Audience and how Many see your website and how Many Minute see your website all data will be Give you

Digital Marketing Target Right

Market determinants is is a audience behaviour and price and target and all are under P.

- o Markup pricing
- o Key setup pricing
- o Profit Maximizing pricing
- o Break even pricing
- o Target-audience pricing

∴ these are all are under determinants of pricing

1. Markup pricing:-

It is starting stage of product and introduction and analysis and will launch soon. Analysis market audience behaviour and needs and what we want how much pricing customer spending and analysis all aspect. So Markup price will be decide product price.

3. Profit Maximization.

Profit Maximization all company do business profit product launch and growing state Maximization and totally how much of amount will be come and how much of amount will be spend to promote your business and to growth your business

4) Break Even Pricing:-

Break Even Pricing

Break $\text{fixed price} + \text{variable cost}$

Marginal Revenue = Marginal Cost

$$MR = MC$$

Target Audience Pricing:-

Target audience pricing means some stable customer we have and if you put the price of that customer will be shift to the another company so demand to your mind and put the pricing and pricing also decide your business.

determinants of price

Sale of pricing

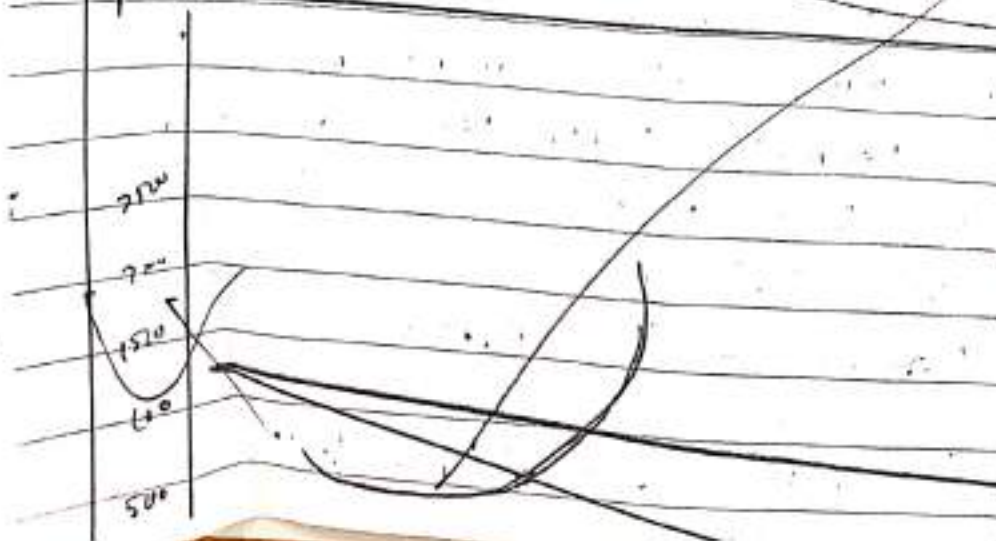
• Markup pricing

• Buy stipup pricing

• Profit Maximization pricing

• Create even pricing

• Target audience pricing



promotion to target audience for Marketing to sell your product and gain the profit some by aspect

- Advertising
- Personal Selling
- Public Retail
- Direct Marketing
- Digital Marketing
- Sale Promotion

those under promotion and target to audience.

1. Advertising:-

Advertising is one of platform to business and backbone also per not do advertising product. sales will automatically down so advertising is must and right time ads will more profitable and use full also.

2. Personal Selling:-

Personal selling is also one aspect. In business your close friend come your showroom and customer come to your showroom price difference will be see and this is one personal selling so close friend & customer treat like same Don't variable

3. Public Retailer.

public retailer also one of when growth your relationship to retailer will sell your product without ads

4. Direct Marketing :-

Direct Marketing means customer purchase to directly and purchase & sell directly this is Direct Marketing. Customer is very use to why no another party will be there. So Direct Marketing purchase directly.

5. Digital Marketing :-

Digital Marketing means it is a online platform to sell your product / service through use social media. It is easy process of create ads and doing promotion right audience to right time and low cost return be high.

6. Sell promotion.

Sell promotion means like a mouth talk and taste it will like your product and person go to told another guy and talk promotion will grow and reach and more profit.

12) Market Considering. Select the target audience and price and taste determine product / service will be those aspect.

- 1) Sender
- 2) Encoding
- 3) Message Channel
- 4) Transformation
- 5) Destination

ed back
Response
voice

those Appeal Depend to the price
Audience target.

1) Sender:-

Sender Means when you send the product to customer when the customer will be come

2. Message Channel:-

Message channel Means when customer through come to you customer purchase

3. Transporation:-

Transporation all so decide price and how of Amoul. will need to reach customer that is decide

4. Reception:-

Reception all to come when to engage your product to customer and that Reception

5. feed back.

When He Give feedback to your producer that customer will be not clean you product Bad feedback change your product quality.

8) Voice :-

Voice Means producer Specification one of the point and to that the voice

those all under com. -

1) TO ³ Gaining More and More profit

2) Market position depend on your sales and customer response and your strategy

3) All aspect comes through promotional mix
i.e. Ad, Marketing, Retail, etc.

4) When consumer go and purchase the product directly, that is direct marketing

5) Digital marketing

6) to attract customer & gain profit

7) Your product will go to people's mind and our mind

8) when you work in rural area, do the marketing that is rural marketing. to take all aspect

9) Manufacturer give to retailer, retailer gain some profit, to sell product

10) When the customer use your product regularly and maintain good relationship with long term.

Program			YEAR	SEMESTER	MID EXAMINATION									
B.Tech.	M.Tech.	M.B.A. ✓	I	II	II									
HALL TICKET NO.			Regulation : R22	Branch or Specialization: MBA										
2 3 0 1 1 E 0 0 0 1			Signature of Student: Anucha.N.											
Course: Marketing management			Signature of invigilator with date: 16/11/24											
Q.No. and Marks Awarded			Signature of the Evaluator: [Signature]											
1	2	3	4	5	6	7	8	9	10	11	Maximum Marks	30	Marks Obtained	30

(Start Writing From Here)

Past - A

Purpose of Market Targeting :-

Market Targeting means target the particular consumers for run the business. which means consumers are kids, students, engineers etc.

Here target the particular market and produce and sell the product for them.

The purpose of Market Targeting is increase the demand and profit for our particular products. For example : Students with Laptops.

Positioning :-

Positioning means design the product based on the customer preference, tastes, ability to pay and willingness to purchase. This positioning comes after the Segmentation and Target. In this positioning product is manufactured or design based on customer behaviour also. For this the company

3. Promotional mix :-

Promotional mix means the product or services is reached to the customer through the various promotional activities includes, selling promotion, personal selling, advertising, direct marketing, online marketing etc.

4. What is the direct marketing :-

Direct marketing is the interaction between the seller and the buyer. It is face-to-face interaction. The seller who sales the products is give (or) provide awareness and interest to the customer to buy the product. He influence the customer by his words towards buy the product (or) service.

5. Example of online marketing :-

Online marketing is also known as digital marketing. example of online marketing is website, email, social media, SEO, PPC, SEM etc.

6. Primary goal of advertising :-

The primary goal of advertising is give the awareness and interest, desired for demand products. advertising is paid promotion,

It shows the interest of the product to buy and gives product awareness in consumers. By this advertisement business get sales. It is a sales promotion, to increase the sales.

Word of Mouth Marketing :-

Word of Mouth Marketing (WOM) is a best sales promotion than traditional promotion. Most of the people are trust their loved ones, who spread the information about particular product or service. 92% of people are comes to buy the products and services by word of mouth.

8. Rural marketing :-

Rural Marketing means the products and services are sell in the rural market. They target the rural people and sell their product to the Rural people. Company uses different strategies to buy a product that includes personal selling, sales promotion, gift pack premium, price off premium, Exchang premium, ~~via~~ Interactive games etc.

9. Retail Marketing :-

Retail marketing means the products and services are comes from retailers to the endusers. Retailers are bring the products from the whole-sellers and eventually delivery to the customer. Here, the relationship between the retailers and customer.

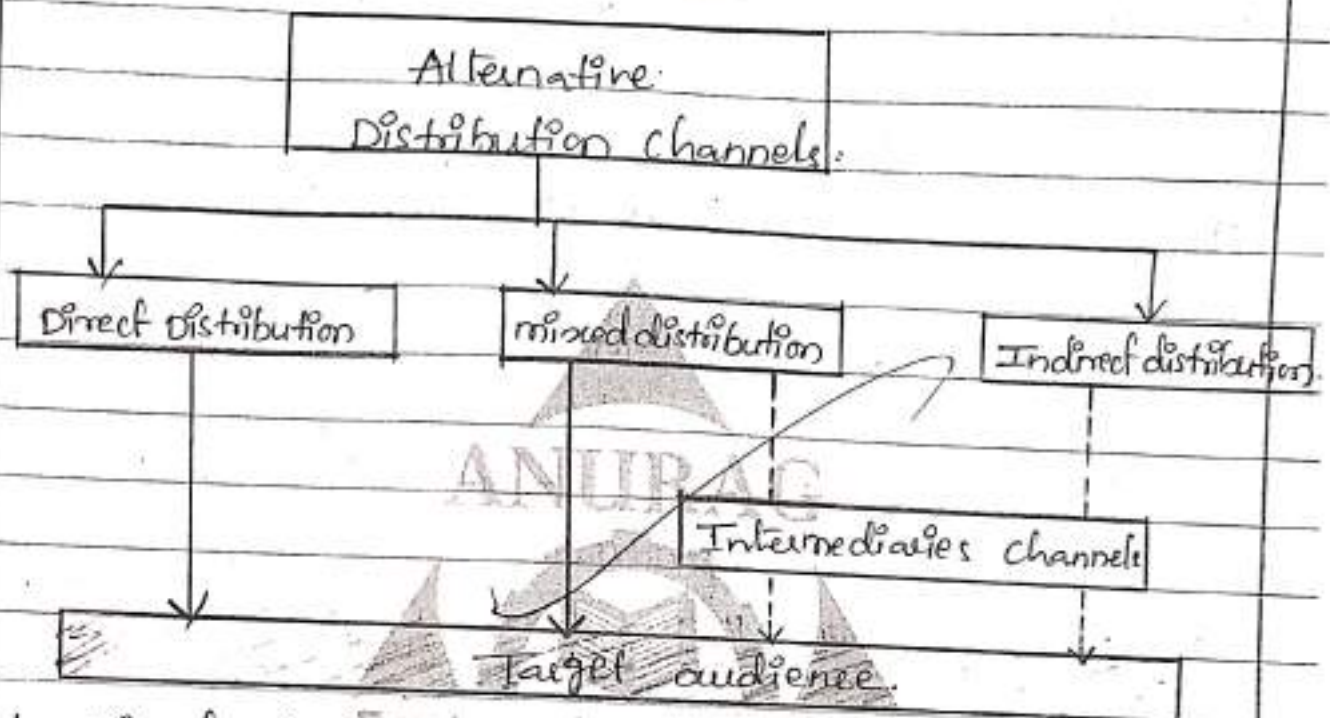
10. Relationship marketing :-

The Relationship marketing is the relationship between the seller and end customer; who sells the products to the customer. Here manufacturer manufacturing the products based on the customer

Part-B.

13. Alternative distribution channels :-

Distribution channels are includes wholesaler, retailers, agents etc. Alternative distribution channels are includes indirective distribution, directive distribution and mixed distribution.



1. Direct Distribution :-

Direct Distribution is involves the manufacturer. Sends the products and services direct to Customer. here no intermediaries are available.

2. Indirect distribution :-

Indirect distribution means it involves the third party between the manufacturer and customer is called intermediary channel. here the product or services comes from manufacturer to retailers to customer through retailers.

3. Mixed distribution :-

In this distribution channel there is a combination of direct distribution and indirect distribu

Promotional mix :-

Promotional mix means the product or services is reached to the consumer through various promotional activities such as sales promotion, Advertising, personal selling, Internet etc.

Target audience affect the promotional mix :-

Here there several factors influence the promotional mix. Target audience is the most influence factor for promotional mix. Most of the Target audience are use social media, websites, emails, online apps for buying products / good or services. Here these all promotional activities are influence the customer to buy the product or service. This activities drives the sales increases for the company and it show the affect of promotional mix.

For example :-

My targeting customer are software employees. They need laptops, formal dresses and shoes etc. So, most of the software employees are using online or social media. The company can advertise the products through emails, social media apps, website, so, the target customers are show the interest on over product and buy the product and service, and also they are thinking about time consuming by the online trading.

* There are several / no. of factors are influence the promotional mix includes the,

- 1) Product or service
- 2) Budget
- 3) marketing objectives

- 5) legal and ethical consideration
- 6) Marketing Budget allocation
- 7) Stages in a product life cycle.

15) Cost Determinants of price :-

Price is the payment or given something in payment for purchase something product or service and cost is the value of amount that purchase produce some thing goods and service. The most important factors affect the product price is product cost.

There are different methods to setup the cost like markup pricing, profit maximization and Break-even pricing.

1. Markup pricing :-

Markup pricing is the pricing strategy that involves the taking cost and add certain percent on top of it to obtain the price of a product.

Example :-

There is a pen, cost is 5 Rs and I want to calculate 50% on pen, so, $5 \times 50\% = 2.5$ add the profit to the cost to get the price of a product $5 + 2.5 = 7.5$.

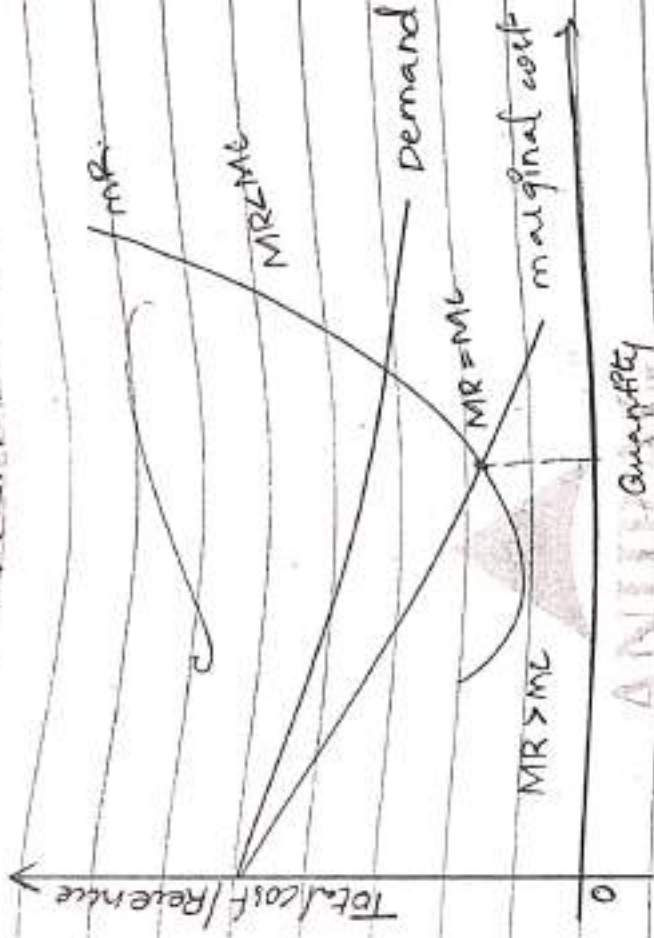
2. Profit maximization :-

Profit maximization is a pricing strategy, which help the to set a price for a good or service.

Example :-

A monopoly has produce the equal quantity.

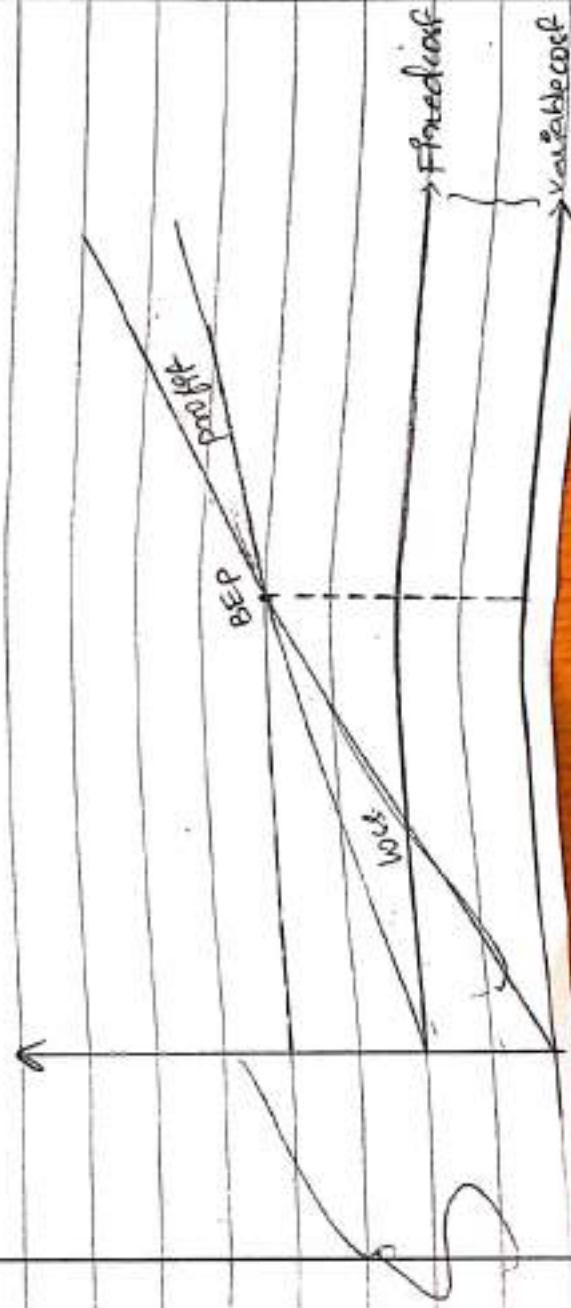
leads to the marginal revenue, when is produce low quantity $MR > MC$, it means loss, when he produce the high or extend the product he gain profit which means $MR < MC$.



3. Break-even pricing :-

Break-even pricing is the pricing strategy where fixed cost and variable cost meets the production volume. there is no profit and no loss. Break-even pricing is for no profit no loss.

Formula :- $\text{Fixed cost} / \text{production volume} + \text{variable cost}$



16. Digital marketing :-

Digital marketing is also known as online marketing. Digital marketing is one of the promotional strategies. The buyer and the seller in digital market don't meet personally, and also customers are purchase the product through internet.

This digital marketing is very helpful for business. There are many ways to reach the customer through digital markets includes,

online platforms like, amazon, flipkart, meesha, myntra etc and also websites, emails etc.

Digital marketing promotional strategies

1. SEO: SEO is the abbreviation of Search engine optimization it is one of the online website when you browse the internet it will appear.

2. PPC: Pay Per click, it is also same like SEO, it directly takes you website when you click the link.

3. Social media: Social media engine is one of the promotional activities which includes Instagram, facebook, telegram, youtube and etc.

4. E-mail: Email is one of the accurate platform to purchase goods and service. It is fast and trusted platform.

5. Mobile marketing :- mobile marketing is also one of the promotional strategy. This mobile marketing is very convenience to the purchase goods and service.

6. Influence marketing :- Influence marketing means business professionals and youtube (or) Instagram influencers are give the awareness of the product, and by this influence market most of the people are see the

UNIT-1

Introduction to Marketing: Marketing is the process of creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

- It involves identifying customer needs and wants, and developing strategies to meet those needs through product development, pricing, promotion, and distribution.
- The marketing process typically begins with market research, which involves gathering information about the market, including customer needs, preferences, and behaviours, as well as information about competitors and industry trends.

Definition:

Marketing can be defined as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

✚ Importance of Marketing:

Marketing is important for businesses and organizations for several reasons:

1. **Identifying customer needs:** Marketing research helps companies to understand the needs, preferences, and behaviours of their target customers. This information can be used to develop products and services that meet those needs and provide value to customers.
2. **Building brand awareness and loyalty:** Effective marketing helps to build brand awareness and establish a brand's reputation in the marketplace. This can lead to increased brand loyalty and repeat business from customers.
3. **Driving sales and revenue:** Marketing activities such as advertising, promotions, and sales enablement help to drive sales and revenue for businesses.
4. **Differentiating from competitors:** Marketing can help businesses to differentiate themselves from competitors by highlighting unique value propositions, product features, or benefits.

5. **Adapting to changing market conditions:** Effective marketing enables businesses to adapt to changing market conditions and respond to new trends or challenges.
6. **Enhancing customer relationships:** Marketing helps to build and maintain strong relationships with customers, leading to greater customer satisfaction and retention.

❖ **Scope of Marketing:**

1. **Product Development:** Marketing plays a key role in the development of new products or services, including identifying customer needs, conducting market research, and defining product features and benefits.
2. **Pricing:** Marketing helps to determine the optimal price for products and services based on factors such as customer demand, competition, and production costs.
3. **Promotion:** Marketing includes a range of promotional activities such as advertising, public relations, sales promotion, and personal selling, aimed at increasing brand awareness, generating leads, and driving sales.
4. **Distribution:** Marketing involves developing strategies for product distribution, including selecting channels of distribution, managing inventory levels, and optimizing supply chain logistics.
5. **Market Research:** Marketing includes the use of research methods to gather information about customer needs, preferences, and behaviors, as well as trends and developments in the marketplace.
6. **Branding:** Marketing includes activities aimed at building and managing a brand's reputation, including developing brand identity, creating brand awareness, and establishing brand loyalty.
7. **Customer Relationship Management:** Marketing involves developing and maintaining strong relationships with customers through effective communication, customer service, and loyalty programs.

▪ **Core Marketing Concepts:**

1. **Needs, wants, and demands:** The fundamental starting point for any marketing strategy understands the needs, wants, and demands of the target market. Needs are basic human requirements, wants are desires for specific products or services to fulfill those needs, and demands are wants that are backed by purchasing power.
2. **Target markets and segmentation:** Marketing efforts are focused on specific target markets or segments, which are groups of consumers who share similar needs, wants, and characteristics. Effective market segmentation helps businesses tailor their marketing efforts to better meet the needs of specific customer groups.
3. **Value and satisfaction:** Customers are seeking value from the products or services they purchase, and marketers must strive to provide value in the form of benefits that exceed the cost of the offering. Providing customer satisfaction is also critical in building brand loyalty and long-term customer relationships.
4. **Marketing mix:** The marketing mix is a set of tactical marketing tools that businesses use to promote their products or services to the target market. The four Ps of the marketing mix are product, price, promotion, and place.
5. **Branding:** A strong brand is critical for creating differentiation in the marketplace and building customer loyalty. Brands communicate a unique value proposition and help customers identify and remember products or services.
6. **Customer relationship management (CRM):** Building and maintaining strong customer relationships is a key component of successful marketing. Effective CRM involves understanding customer needs and preferences, providing excellent customer service, and building loyalty through ongoing communication and engagement.

Market Place:

- A marketplace is a physical or virtual space where buyers and sellers come together to exchange goods, services, or information. It can refer to a specific physical location, such as a farmers' market or a shopping mall, or an online platform that facilitates transactions between buyers and sellers, such as Amazon, eBay, or Etsy.
- In a marketplace, buyers and sellers interact with each other to exchange goods or services for money or other forms of value. The marketplace provides a platform for these interactions, often including features such as search functionality, product listings, ratings and reviews, and payment processing.

Marketing in Practices:

Marketing practices refer to the various strategies and tactics that businesses use to promote their products or services and reach their target audience. Some common marketing practices include:

1. **Advertising:** Paid promotion of products or services through various media channels, such as print, broadcast, online, or outdoor advertising.
2. **Sales promotion:** Short-term incentives or special offers to encourage immediate purchase or increase sales, such as discounts, coupons, contests, or free samples.
3. **Public relations:** Managing the communication and relationship with stakeholders, including customers, investors, employees, and the media, to build brand reputation and manage crises.
4. **Direct marketing:** Communicating directly with customers through channels such as email, direct mail, or telemarketing, to deliver personalized messages and promotions.
5. **Content marketing:** Creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, with the goal of driving profitable customer action.
6. **Social media marketing:** Using social media platforms to build brand awareness, engage with customers, and drive website traffic or sales.

7. Search engine marketing: Optimizing website content and search engine advertising to improve visibility and drive traffic from search engines like Google.
8. **Influencer marketing:** Collaborating with social media influencers or industry experts to promote products or services to their followers.
9. **Event marketing:** Creating and promoting events, such as product launches, trade shows, or experiential marketing campaigns, to engage with customers and generate buzz around the brand.
10. **Customer relationship management (CRM):** Building and maintaining strong customer relationships through personalized communication, customer service, and loyalty programs.

The Marketing Environment refers to the external factors and forces that affect a business's ability to create, deliver, and capture value for its target market. It includes both uncontrollable and controllable elements that influence the marketing strategy and tactics of a business.

The marketing environment is often divided into two main categories:

1. **External environment:** This includes all the external factors that a business has little or no control over. These factors can be further divided into:

Macro-environmental factors: Large-scale forces that impact the business, such as economic, technological, legal, political, and social factors.

Micro-environmental factors: Factors that are closer to the business and directly impact its operations, such as customers, competitors, suppliers, intermediaries, and publics.

2. **Internal environment:** This includes all the internal factors that a business has more control over. These factors can include the organization's vision, mission, goals, structure, culture, and resources.

Marketing strategies and plans:

Marketing strategies and plans are the frameworks that businesses use to achieve their marketing objectives. These plans outline the specific tactics and actions that a business will take to promote its products or services and reach its target audience.

Here are the key elements of marketing strategies and plans:

1. **Target market:** The first step in developing a marketing strategy is to identify the target market or the group of consumers that the business aims to serve. This includes understanding their demographics, psychographics, behaviors, and preferences.
2. **Marketing mix:** The marketing mix includes the four Ps of marketing - product, price, promotion, and place. These elements work together to create a complete marketing plan that meets the needs of the target market.
3. **Product:** The product element refers to the specific features, benefits, and attributes of the product or service that the business is offering to its target market.
4. **Price:** The price element refers to the price point or cost of the product or service. This includes the pricing strategy, such as cost-based pricing, value-based pricing, or penetration pricing.
5. **Promotion:** The promotion element includes all the tactics and activities that the business uses to promote its product or service. This includes advertising, public relations, personal selling, and sales promotion.
6. **Place:** The place element refers to the distribution channels that the business uses to deliver its product or service to the target market. This includes physical stores, online platforms, and other distribution channels.
7. **Marketing objectives:** The marketing objectives are specific, measurable goals that the business aims to achieve through its marketing efforts. These objectives should be aligned with the overall business goals.
8. **Budget:** The marketing plan should include a budget that outlines the resources that the business will allocate towards its marketing efforts.
9. **Implementation and control:** The marketing plan should outline the specific tactics and activities that the business will use to achieve its marketing

objectives. It should also include a plan for monitoring and measuring the success of these efforts to make any necessary adjustments.

The New Marketing Realities:

Here are some of the key new marketing realities:

1. **Digital Transformation:** Digital transformation has radically changed the way businesses interact with customers. With the rise of digital technologies, businesses can engage with customers in real-time and provide personalized experiences. As a result, businesses must have a strong digital presence and a deep understanding of how digital channels work to effectively reach and engage with their customers.
2. **Social Media:** Social media has become a critical component of any successful marketing strategy. Social media platforms like Facebook, Twitter, Instagram, and LinkedIn offer businesses a unique opportunity to engage with customers, build brand awareness, and promote their products or services. Businesses need to develop a social media strategy that aligns with their overall marketing goals and objectives.
3. **Customer Experience:** Customer experience has become a top priority for businesses of all sizes. Customers expect seamless, personalized, and consistent experiences across all touchpoints. Businesses must invest in creating exceptional customer experiences to differentiate themselves from their competitors.
4. **Data and Analytics:** With the rise of digital channels, businesses have access to vast amounts of data that can help them understand their customers and make informed decisions. By leveraging data and analytics, businesses can gain valuable insights into customer behavior and preferences, optimize their marketing efforts, and improve their ROI.
5. **Purpose-Driven Marketing:** Purpose-driven marketing has become a significant trend in recent years. Customers are increasingly seeking out brands that have a clear social or environmental purpose. Businesses that can demonstrate their commitment to social or environmental causes can build strong brand loyalty and attract new customers.

Marketing Analytics an introduction:

Marketing analytics refers to the practice of measuring, managing, and analyzing marketing performance data to gain insights that can inform business decisions. The goal of marketing analytics is to help businesses make data-driven decisions that drive growth and profitability.

- ❖ Marketing analytics involves using various tools and techniques to collect and analyze data from various sources, including customer interactions, website traffic, social media activity, and sales data. By analyzing this data, businesses can gain insights into customer behavior, preferences, and trends, which can help them, optimize their marketing efforts and improve their ROI.

Here are some of the key benefits of marketing analytics:

1. Improved ROI: By measuring the effectiveness of different marketing channels and campaigns, businesses can identify which channels are driving the most revenue and optimize their marketing budget accordingly.
2. Better customer insights: By analyzing customer data, businesses can gain insights into customer behavior, preferences, and needs, which can inform their marketing strategies and help them create more personalized experiences for their customers.
3. Enhanced targeting: Marketing analytics can help businesses identify their most profitable customer segments and create targeted marketing campaigns that resonate with those segments.
4. Improved decision-making: By using data to inform their decisions, businesses can make more informed and strategic decisions that drive growth and profitability.

Market research:

Market research is the process of collecting and analyzing data about a specific market, industry, or customer segment. The purpose of market research is to gain insights and understanding of the market and its dynamics, such as consumer behaviour, preferences, and trends.

The process typically involves the following steps:

1. **Define the problem:** The first step in the marketing research process is to clearly define the research problem or objective. This involves identifying the research questions, objectives, and hypotheses that need to be addressed through the research.
2. **Develop the research plan:** Based on the research problem, businesses develop a research plan that outlines the research design, methodology, sampling plan, and data collection methods to be used.
3. **Collect data:** With the research plan in place, businesses begin collecting data using various methods such as surveys, focus groups, interviews, observation, or secondary data sources.
4. **Analyze data:** Once data has been collected, businesses analyze it using statistical tools and techniques to identify patterns, trends, and insights.
5. **Interpret and present findings:** After analyzing the data, businesses interpret the results and present the findings to stakeholders in a clear and concise manner.
6. **Take action:** Based on the insights gained through the research, businesses take action to make informed decisions about product development, marketing strategies, pricing, and distribution channels.
7. **Monitor and evaluate:** Finally, businesses continuously monitor and evaluate the results of their marketing research efforts to ensure they are meeting their objectives and adjust their strategies as needed.

Marketing Information System:

A Marketing Information System (MIS) is a computerized system that collects, stores, analyzes, and disseminates information relevant to marketing decision making. It is designed to provide a continuous flow of information to managers responsible for making marketing decisions.

A typical MIS has four components:

1. **Internal Data:** This includes data generated within the company such as sales figures, customer data, and inventory levels.
 2. **Marketing Intelligence:** This includes data collected from external sources such as market research reports, industry publications, and competitor information.
 3. **Marketing Research:** This includes data collected through primary and secondary research methods, such as surveys, focus groups, and secondary data sources.
 4. **Marketing Decision Support System:** This includes analytical tools and models that help managers analyze data and make informed decisions about marketing strategies, pricing, product development, and distribution channels.
- The purpose of an MIS is to provide managers with the information they need to make informed decisions about marketing strategies and tactics. By collecting and analyzing data from various sources, an MIS can help businesses identify market trends, track competitor activity, and gain insights into customer behaviour and preferences.

Marketing Research and Ethics:

Marketing research ethics refer to the principles and standards that guide the conduct of research activities in the marketing field. These ethics aim to ensure that the research is conducted in a fair and responsible manner, and that the interests of all stakeholders are protected.

Some key ethical considerations in marketing research include:

1. **Informed consent:** Researchers must obtain informed consent from participants before conducting research. Participants must be fully informed about the research purpose, procedures, and risks, and must give their voluntary and informed consent to participate.
2. **Confidentiality and privacy:** Researchers must protect the privacy and confidentiality of participants' data. They must ensure that data is collected and stored securely, and that participant identities are kept confidential.
3. **Protection from harm:** Researchers must take steps to minimize harm to participants. They must avoid exposing participants to risks that could cause physical, psychological, or emotional harm.
4. **Objectivity and accuracy:** Researchers must maintain objectivity and accuracy in their research activities. They must avoid bias, misrepresentation, or falsification of data.
5. **Respect for diversity:** Researchers must respect the diversity of participants and avoid discrimination based on gender, race, ethnicity, religion, sexual orientation, or other factors.
6. **Ethical marketing practices:** Researchers must also consider ethical marketing practices when conducting research. They must avoid using deceptive or manipulative tactics to collect data, and must avoid using research findings to promote products or services in a misleading or unethical manner.

International Marketing Research:

International marketing research refers to the process of collecting, analyzing, and interpreting data related to international markets and consumers. It involves studying various aspects of international markets, such as cultural differences, legal and political systems, economic conditions, and consumer behaviour, to develop effective marketing strategies.

The process of international marketing research is similar to that of domestic marketing research, but with added complexities due to the diverse cultural, social, economic, and legal environments of different countries.

Some of the key steps involved in international marketing research include:

1. **Defining the research problem:** This involves identifying the specific research questions or problems that need to be addressed and developing a clear research objective.
2. **Developing a research plan:** This involves determining the research design, data collection methods, sample size, and data analysis techniques. It also involves identifying potential data sources, such as secondary data sources and primary research methods, such as surveys or focus groups.
3. **Conducting data collection:** This involves collecting data through various methods such as surveys, interviews, observation, or experimentation. It also involves collecting secondary data from sources such as government reports, market research reports, and industry publications.
4. **Analyzing data:** This involves cleaning and organizing the data collected and applying appropriate statistical techniques to analyze the data.
5. **Interpreting results:** This involves interpreting the results of the data analysis to draw conclusions and make recommendations for marketing strategies.

Unit-II

Analyzing Marketing Opportunities, Customer Value and Marketing Mix

- ❖ Analyzing marketing involves examining various aspects of a company's marketing strategies and initiatives to understand their effectiveness in reaching and engaging with customers, as well as their impact on the overall business objectives.
- ❖ It can involve gathering and analyzing data related to market trends, consumer behaviour, and competition to identify opportunities for growth and optimization.

Consumer Decision Making:

Consumer decision making refers to the process by which consumers identify a need or want, gather information about available options, evaluate alternatives, and make a purchase decision.

- The decision-making process can be complex and can involve multiple stages, each of which may be influenced by various internal and external factors.

The stages of consumer decision making can be broadly categorized into five stages:

1. **Problem recognition:** This stage involves recognizing a need or desire for a particular product or service. The need can be triggered by internal factors such as personal preferences, desires, or emotions, or external factors such as advertising, word-of-mouth recommendations, or environmental factors.
2. **Information search:** In this stage, the consumer seeks out information about available options to satisfy their need or want. They may gather information from various sources, including personal experience, friends and family, advertising, online reviews, and other marketing channels.
3. **Evaluation of alternatives:** After gathering information, the consumer evaluates the available options and considers the benefits and drawbacks of each alternative. They may use a variety of criteria to evaluate options, such as price, quality, brand reputation, and personal preferences.
4. **Purchase decision:** Once the consumer has evaluated the available options, they make a purchase decision. This decision can be influenced by a variety of factors, including perceived value, availability, convenience, and personal preferences.

5. **Post-purchase evaluation:** After making a purchase, the consumer evaluates their decision and experiences. They may feel either satisfaction or dissatisfaction with their purchase, which can influence future buying decisions and word-of-mouth recommendations.

Building customer value:

Building customer value is essential for companies to establish and maintain a strong competitive advantage in the market.

Here are some ways to build customer value:

1. **Understand your customers:** To build customer value, you need to have a deep understanding of your customers' needs, preferences, and behavior. Use customer research, feedback, and analytics to gain insights into what your customers want and how they interact with your products or services.
2. **Deliver high-quality products or services:** Your products or services should be of high quality and meet or exceed customer expectations. This can be achieved by using high-quality materials, advanced manufacturing processes, and implementing strict quality control measures.
3. **Offer excellent customer service:** Provide exceptional customer service by responding promptly to inquiries and resolving issues quickly and efficiently. Train your customer service representatives to be knowledgeable, helpful, and empathetic towards customers.
4. **Personalize the customer experience:** Use customer data to personalize the customer experience by offering personalized recommendations, promotions, and content based on their preferences and behavior.
5. **Create a strong brand identity:** Develop a strong brand identity that resonates with your target audience and communicates your values and mission. This can help build trust and loyalty among your customers.
6. **Provide value-added services:** Offer additional services or features that provide value to your customers, such as free shipping, extended warranties, or loyalty programs.
7. **Continuously improve:** Regularly gather feedback from customers and use it to improve your products, services, and customer experience. This shows customers that you are committed to providing them with the best possible value.

Analyzing Consumer Markets:

Analyzing consumer markets involves examining and understanding the behaviour and preferences of individual consumers and how they make purchasing decisions.

It is a critical process for companies that want to develop effective marketing strategies and achieve success in their target markets.

Here are some key steps involved in analyzing consumer markets:

1. **Market Segmentation:** The first step in analyzing consumer markets is to divide the market into segments based on common characteristics such as demographics, psychographics, and behaviour. This helps to identify groups of consumers with similar needs, interests, and preferences.
2. **Consumer Research:** Companies conduct research to gather information about consumers, such as their attitudes, opinions, and buying behavior. Research can be conducted through surveys, focus groups, and other methods to gain insights into consumers' needs and preferences.
3. **Consumer Behaviour Analysis:** Analyzing consumer behavior involves understanding how consumers make purchase decisions, including the factors that influence their decision-making process. This can include evaluating the role of marketing messages, social norms, and personal values in the decision-making process.
4. **Competitor Analysis:** Analyzing the competition helps companies to understand their strengths, weaknesses, and strategies. This information can be used to develop effective marketing strategies and gain a competitive advantage.
5. **Trends Analysis:** Companies analyze trends to identify changes in consumer behaviour and preferences. This information can be used to adapt marketing strategies and develop new products or services that meet emerging needs.
6. **Consumer Value Analysis:** Analyzing consumer value involves understanding what consumers perceive as valuable in a product or service, including quality, convenience, and price. This information can be used to develop pricing strategies and positioning statements that resonate with consumers.

Consumer behaviour, Cultural, Social & Personal factors:

Consumer behaviour is the process by which individuals make decisions about purchasing, using, and disposing of products and services. Several factors influence consumer behavior, including cultural, social, and personal factors.

- **Cultural factors** refer to the values, beliefs, and customs shared by a particular group of people. Culture plays a significant role in shaping consumer behavior, as it influences consumers' preferences, values, and attitudes towards products and services. For example, consumers from different cultures may have different preferences for food, clothing, and entertainment, and may respond differently to marketing messages.
- **Social factors** refer to the groups and individuals that influence consumer behavior, such as family, friends, and reference groups. These groups can influence consumers' attitudes towards products and services, as well as their purchasing decisions. For example, a consumer may be more likely to purchase a product if it is recommended by a friend or a family member.
- **Personal factors** refer to the characteristics and traits that are unique to an individual, such as age, gender, income, and personality. These factors can influence consumer behaviour in various ways. For example, younger consumers may be more likely to adopt new technologies, while older consumers may be more loyal to traditional brands. Personal factors can also influence consumers' attitudes towards risk, as well as their purchasing decisions.

Developing products and brands:

Developing products and brands is a critical process for companies looking to establish a competitive advantage in the marketplace.

Here are some key steps involved in developing products and brands:

1. **Idea Generation:** The first step in developing products and brands is to generate ideas. This can be done by conducting market research, brainstorming sessions, and other methods to identify unmet consumer needs and potential opportunities.
2. **Concept Development:** Once an idea has been generated, companies will develop a concept for the product or brand. This includes defining the product features, target market, and positioning strategy.

3. **Design and Development:** After the concept has been developed, the product or brand will be designed and developed. This includes creating prototypes, conducting market tests, and refining the product design.
4. **Branding:** Branding is the process of creating a name, logo, and visual identity for the product or brand. A strong brand can help to differentiate the product from competitors and create brand loyalty among consumers.
5. **Launch:** Once the product or brand has been developed and branded, it is ready to be launched in the marketplace. Companies will develop a marketing strategy to promote the product or brand and generate awareness among target consumers.
6. **Post-Launch Evaluation:** After the product or brand has been launched, companies will conduct post-launch evaluations to assess its success. This includes monitoring sales, gathering customer feedback, and making adjustments as needed to improve the product or brand.

❖ **Product levels, product classification, product range, product line, and product mix:**

1. **Product Levels:** Products can be viewed as having five levels: core benefit, basic product, expected product, augmented product, and potential product. The core benefit is the fundamental need that the product fulfills. The basic product is the product itself, without any additional features or services. The expected product includes the basic product plus any expected features or services. The augmented product includes additional features or services that exceed customer expectations. The potential product includes future innovations that may be added to the product in the future.
2. **Classifying Products:** Products can be classified into several categories based on different criteria. One common classification is consumer products vs. industrial products. Consumer products are those that are purchased by individuals for personal use, while industrial products are those that are purchased by organizations for use in their operations. Consumer products can also be further classified into convenience products, shopping products, specialty products, and unsought products, depending on the level of consumer involvement in the purchasing process.
3. **Product Range:** A product range refers to the set of products that a company offers in a particular category. For example, a company that sells skincare products may have a product range that includes facial cleansers, moisturizers, and anti-aging creams.

4. **Product Line:** A product line is a group of products that are closely related and marketed together. For example, a company that sells smart phones may have a product line that includes different models of smart phones with varying features and prices.
5. **Product Mix:** A product mix is the set of all product lines and products offered by a company. For example, a company that sells smart phones, laptops, and smart watches would have a product mix that includes all of these products.

Product Life Cycle (PLC):

The product life cycle (PLC) is a marketing concept that describes the stages a product goes through from its introduction to the market until its eventual decline. The PLC has four main stages:

1. **Introduction:** In this stage, a new product is introduced to the market. Sales are usually low, and the company may be focused on building awareness and generating demand through marketing and advertising. The company may also be making significant investments in product development and distribution.
2. **Growth:** In the growth stage, sales begin to increase as the product gains traction with consumers. This is usually due to a combination of increased awareness, positive word of mouth, and effective marketing. The company may also expand distribution and production capabilities to keep up with demand.
3. **Maturity:** In the maturity stage, sales growth begins to slow as the product reaches a saturation point in the market. Competitors may enter the market and increase competition, putting pressure on the company to differentiate its product and maintain market share. The company may also focus on maximizing profits by reducing costs and increasing efficiency.
4. **Decline:** In the decline stage, sales start to decline as the product loses relevance and popularity with consumers. This may be due to changes in consumer preferences, new technologies, or increased competition. The company may phase out the product or invest in new marketing strategies to try to extend the product's life cycle.

❖ **New product development (NPD)/New service development (NSD)/Stages of Product /Service innovation development:**

New product development (NPD) is the process of bringing a new product or service to market. It involves a series of activities that span from the initial idea stage to the launch of the product. Here are the key stages of the new product/Service development process:

1. **Idea Generation:** The first stage involves generating ideas for new products or services. This can be done through market research, brainstorming sessions, customer feedback, or other sources.
2. **Idea Screening:** Once ideas have been generated, they need to be evaluated to determine their feasibility and potential for success. Ideas that are not aligned with the company's strategic goals or do not meet market needs are usually eliminated.
3. **Concept Development:** The next stage involves developing a concept for the product or service. This includes defining the product features, benefits, and positioning.
4. **Concept Testing:** The concept is then tested with a sample of potential customers to gather feedback on its appeal and potential market success.
5. **Product Development:** The product is then developed, which involves creating a prototype or a minimum viable product (MVP), refining the product features and design, and testing the product to ensure it meets customer needs and expectations.
6. **Test Marketing:** The product is then tested in a limited market to gather feedback on its performance, pricing, and marketing effectiveness.
7. **Commercialization:** Finally, the product is launched into the market, with a marketing and promotional campaign designed to attract customers and drive sales.

Process of Adoption:

The adoption process refers to the stages that a customer goes through in deciding to adopt and use a new product or service. The process includes the following stages:

1. **Awareness:** In this stage, the customer becomes aware of the new product or service.
2. **Interest:** The customer starts to become interested in the new product or service and begins to gather information about it.
3. **Evaluation:** The customer evaluates the new product or service, comparing it to alternatives, and decides whether it meets their needs.

4. **Trial:** The customer tries the new product or service to determine its effectiveness and suitability for their needs.
5. **Adoption:** If the product or service meets the customer's needs, they will adopt it and integrate it into their regular usage.

Branding:

Branding refers to the process of creating a unique name, design, and image that identifies and distinguishes a product or service from others in the market. The process of branding includes the following steps:

1. **Brand Strategy:** This involves identifying the target market, defining the brand's unique selling proposition, and developing a brand positioning statement.
2. **Brand Identity:** This step involves creating the visual and verbal elements of the brand, including the name, logo, tagline, and brand voice.
3. **Brand Development:** This involves creating and implementing a brand communication plan, which includes advertising, public relations, and other marketing tactics to promote the brand.
4. **Brand Management:** This involves maintaining the consistency and integrity of the brand across all channels and touchpoints, and making sure that the brand remains relevant and resonates with its target audience.
5. **Brand Evaluation:** This involves measuring the effectiveness of the brand over time, tracking metrics such as brand awareness, customer loyalty, and market share, and making adjustments as necessary.

Unit-3

Designing a Customer Driven Strategy

Introduction:

Design Strategy is the intersection between business profitability and value for people. ... It involves creating a set of guiding principles that articulate the business mission and vision with the design of their products or services. It helps businesses figure out the question of what to do next.

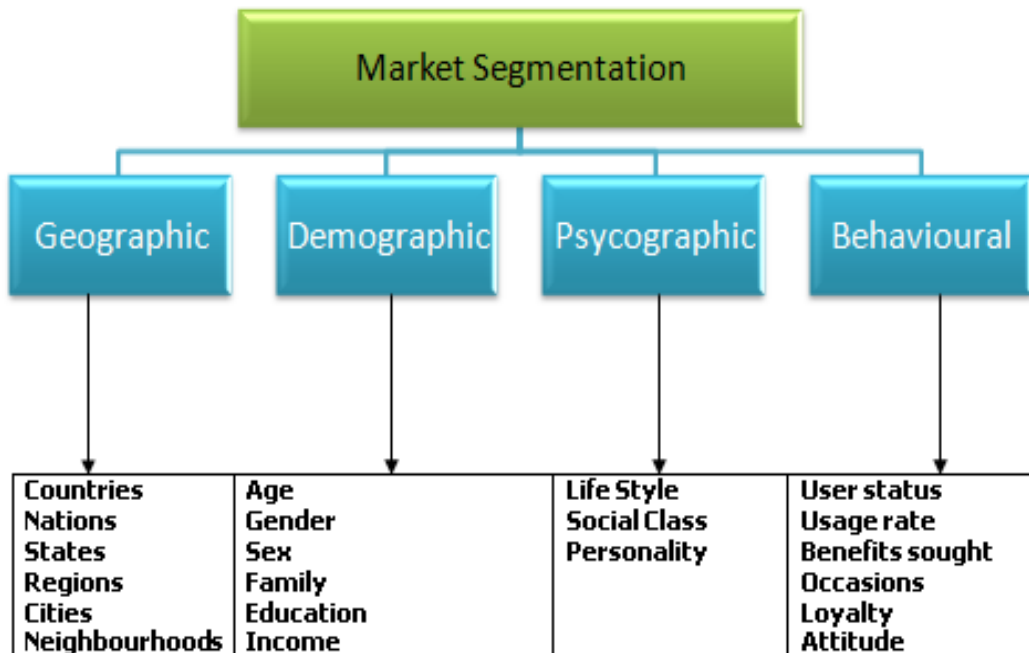
Market segmentation

Meaning:

Market segmentation is the research that determines how your organization divides its customers or cohort (a group of people with a shared characteristic) into smaller groups based on characteristics such as, age, income, personality traits or behavior. ... Companies who properly segment their market enjoy significant advantages.

Segmentation of consumer market

At its core, market segmentation is the practice of dividing your target market into approachable groups.



Business marketing is a marketing practice of individuals or organizations. It allows them to sell products or services to other companies or organizations that resell them, use them in their products or services or use them to support their works. It is a way to promote business and improve profit too.

Business Marketing: Characteristics of Business Marketing Customers

- Nature and Size of Customers: Number of customers in business markets is small.
- Complexity of Buying: ...
- Economic and technical choice criteria: ...
- Risks: ...
- Buying to specific requirements: ...
- Derived demand: ...
- Negotiation:

For example, clothing stores that advertise new fashions and garments that customers can purchase immediately in their stores can be classified as business-to-consumer companies. More examples include businesses like grocery stores, online retailers and cosmetics companies

5 Requirements for Effective Segmentation:

1. Measurable

The size and purchasing power profiles of your market should be measurable, meaning there is quantifiable data available about it. A consumer's profiles and data provides marketing_strategists with the necessary information on how to carry out their campaigns.

2. Accessible

Accessibility means that customers and consumers are easily reached at an affordable cost. This helps determine how certain ads can reach different target markets and how to make ads more profitable.

3. Substantial:

The market a brand should want to penetrate should be a substantial number. You should clearly define a consumer's profiles by gathering data on their age, gender, job, socio-economic status, and purchasing power.

4. Differentiable

When segmenting the market, you should make sure that different target markets respond differently to different marketing strategies. If a business is only targeting one segment, then this might not be as much of an issue.

5. Actionable

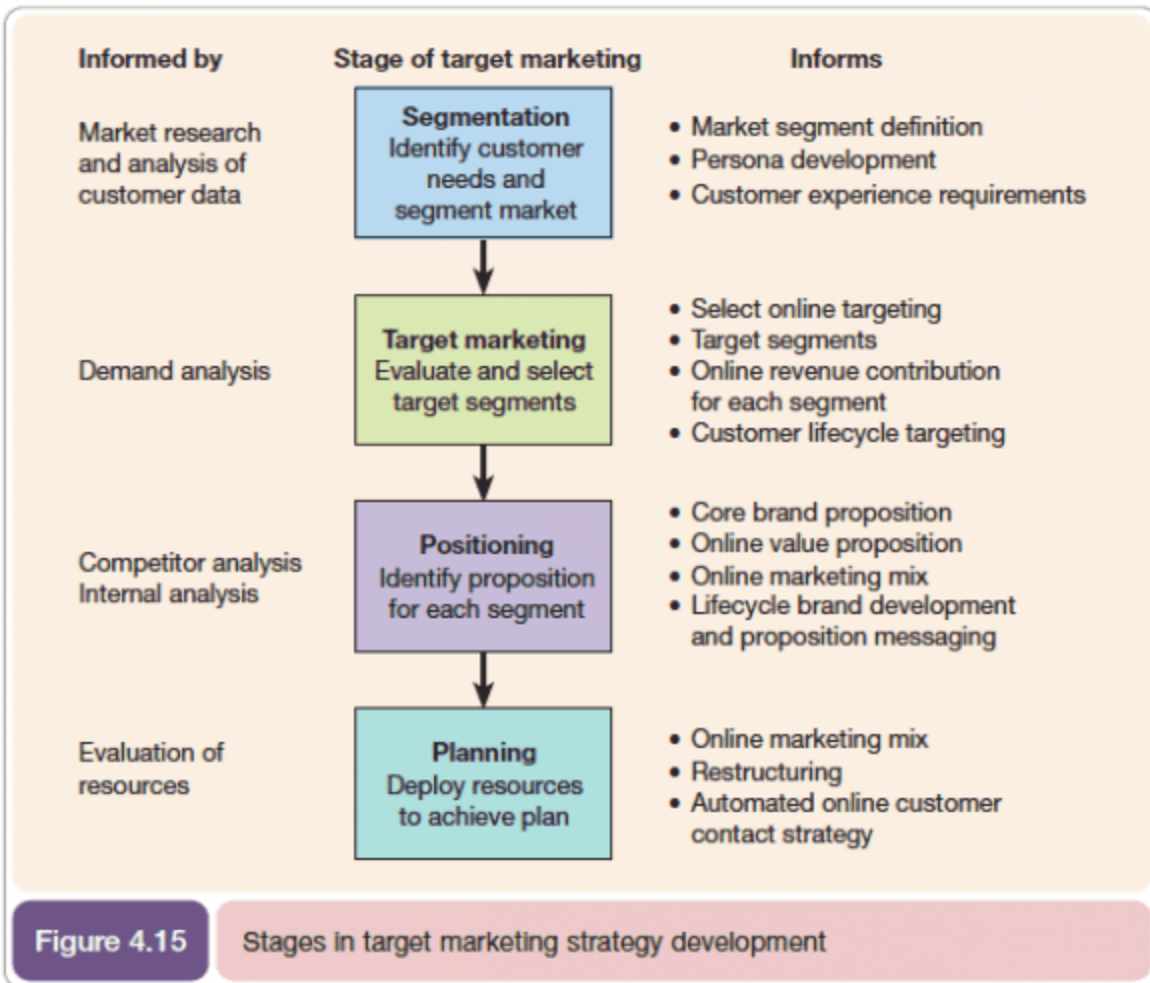
Lastly, your market segments need to be actionable, meaning that they have practical value. A market segment should be able to respond to a certain marketing strategy or program and have outcomes that are easily quantifiable.

Market targeting:

Market targeting is a process of selecting the target market from the entire market. Target market consists of group/groups of buyers to whom the company wants to satisfy or for whom product is manufactured, price is set, promotion efforts are made, and distribution network is prepared.

A target market is a group of customers within a business's serviceable available market at which a business aims its marketing efforts and resources. A target market is a subset of the total market for a product or service.





Evaluating market segmentation:

Evaluating each segment ensures that your company doesn't waste resources on segments that won't buy your products. You have to match the characteristics of the marketing segment to the qualities of your product and the abilities of your company to achieve your sales performance objectives.

Market segmentation and targeting refer to the process of identifying a company's potential customers, choosing the customers to pursue, and creating value for the targeted customers. It is achieved through the segmentation, targeting, and positioning (STP) process.

Evaluating Market Segments

- **Segment Size and Growth**
 - Analyze current segment sales, growth rates, and expected profitability.
- **Segment Structural Attractiveness**
 - Consider effects of: competitors, existence of substitute products, and the power of buyers & suppliers.
- **Company Objectives and Resources**
 - Examine company skills & resources needed to succeed in that segment.
 - Offer superior value and gain advantages over competitors.

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Factors influencing the Choice of the Market Targeting Strategy

- The company's resources. If resources are limited, a concentrated market targeting strategy might make more sense.
- The degree of product variability. ...
- The product life cycle. ...
- Market variability. ...
- Competitors' marketing strategies.

Segmentation, Targeting, and Positioning:

STP marketing (Segmentation, Targeting, and Positioning) is a three-step marketing framework. With the STP process, you segment your market, target your customers, and position your offering to each segment.



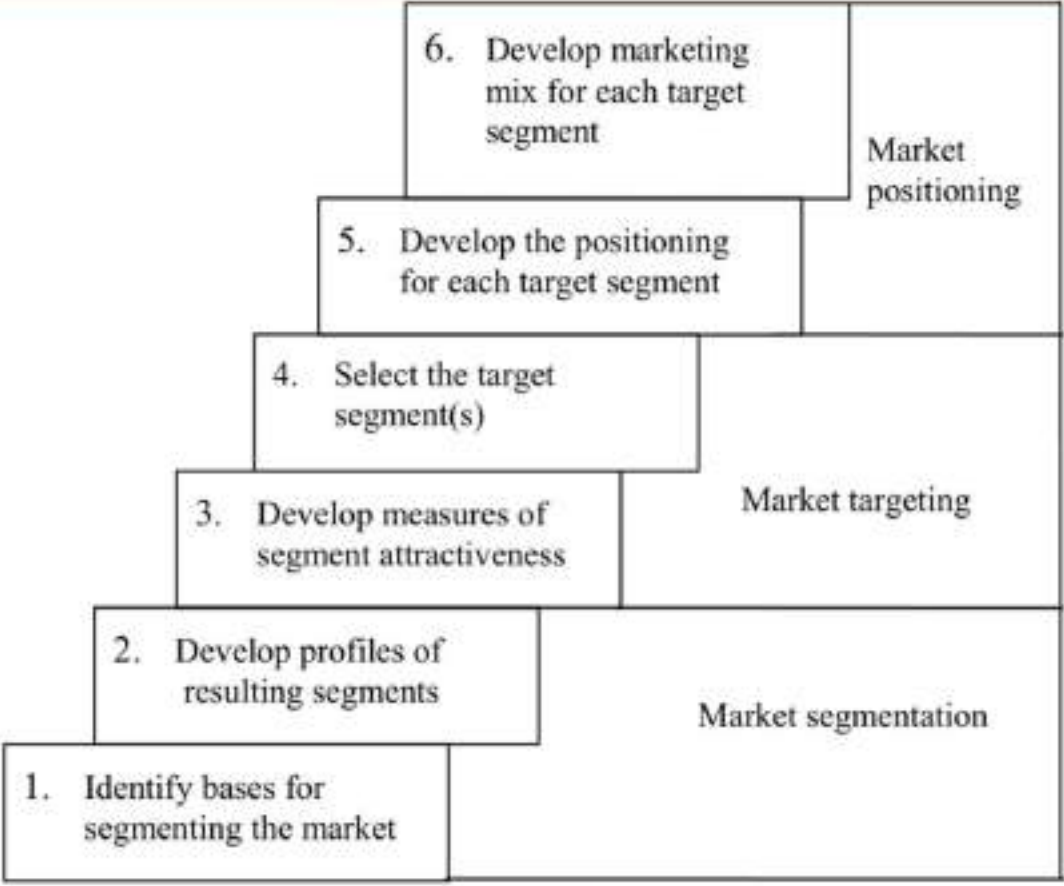
Segmentation maps can be used to profile customers. Lifestyle clustering allows you to segment the market, enabling very specific targeting. The result is a more accurate description of your customer that can be used to identify areas where you can find more of your best customers.

How to Create a Market Positioning Map

- Determine which features of a product are consumers' hot buttons. It's crucial to ask your entire market what is important to them. ...
- Survey the market. ...
- Graph results. ...
- Interpret the market positioning map. ...
- Make changes in the marketing strategy.

STP marketing is an acronym for Segmentation, Targeting, and Positioning – a three-step model that examines your products or services as well as the way you communicate their benefits to specific customer segments. ... In short, the more personalized and targeted you're marketing efforts, the more successful you will be.

Segmentation, Targeting and Positioning (STP) Model



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Positioning is a marketing strategy also referred to as product positioning, which refers to how a brand wants to be perceived in the mind of customers relative to competing brands. The objective of a positioning strategy is to establish a single defining characteristic of a brand in the mind of the consumer.

There are five main strategies upon which businesses can base their positioning.

- ✓ Positioning based on product characteristics. ...
- ✓ Positioning based on price. ...
- ✓ Positioning based on quality or luxury. ...
- ✓ Positioning based on product use or application. ...
- ✓ Positioning based on the competition.

The term, "repositioning," refers to the process of changing a target market's understanding or perception of a product or service. A product's positioning involves what customers think about its features and how they compare it to competing products.

There are four generic repositioning strategies.

- Same product and target market, change in the image of the product:
- Product repositioning:
- Intangible repositioning:
- Tangible repositioning:

Product positioning is a strategic exercise that defines where your product or service fits in the marketplace and why it is better than alternative solutions. The goal is to distill who your audience is, what they need, and how your product can uniquely help. Product positioning is the basis of your marketing story.



Unit-4

Distribution Decisions, Promotion & Communication Strategies

Meaning:

A distribution channel represents a chain of businesses or intermediaries through which the final buyer purchases a good or service. Distribution channels include wholesalers, retailers, distributors, and the Internet. In a direct distribution channel, the manufacturer sells directly to the consumer.

Marketing channels:

A marketing channel is described as the set of people, organizations, and activities that work together to transfer goods (products and services) from the point of origin to the point of consumption. The primary purpose of a marketing channel is to create a connection between the organization that creates a product or service and prospective customers who may want to purchase it.

Examples of marketing channels include:

- Wholesalers.
- Direct-to-distributors.
- Internet direct.
- Catalogue direct.
- Sales team.
- Value-added reseller.
- Consultant.
- Retail sales agent.

Channel Intermediaries and Functions:

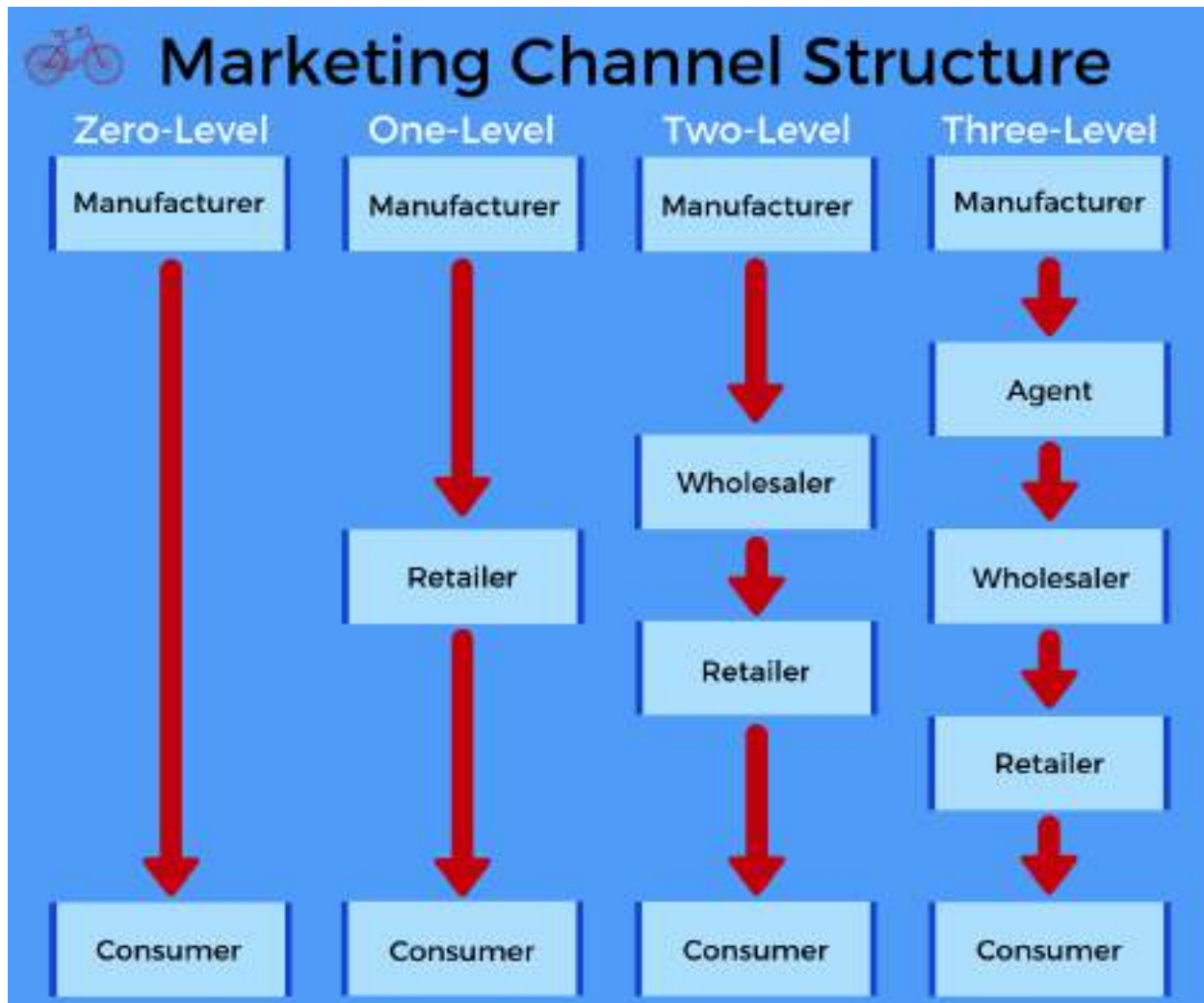
The purpose of a channel intermediary is to move products to consumers, whether in the business or consumer sector. Channel intermediaries also provide transactional, logistics and facilitating functions, such as physical distribution, inventory storage and sorting.

FUNCTIONS OF INTERMEDIARIES

1. Information
2. Promotion
3. Contact
4. Matching
5. Negotiation:
6. Physical distribution
7. Financing
8. Risk taking

Distribution Channel Structure:

A distribution channel is a chain of businesses or intermediaries through which a good or service passes until it reaches the final buyer or the end consumer. Distribution channels can include wholesalers, retailers, distributors, and even the internet.



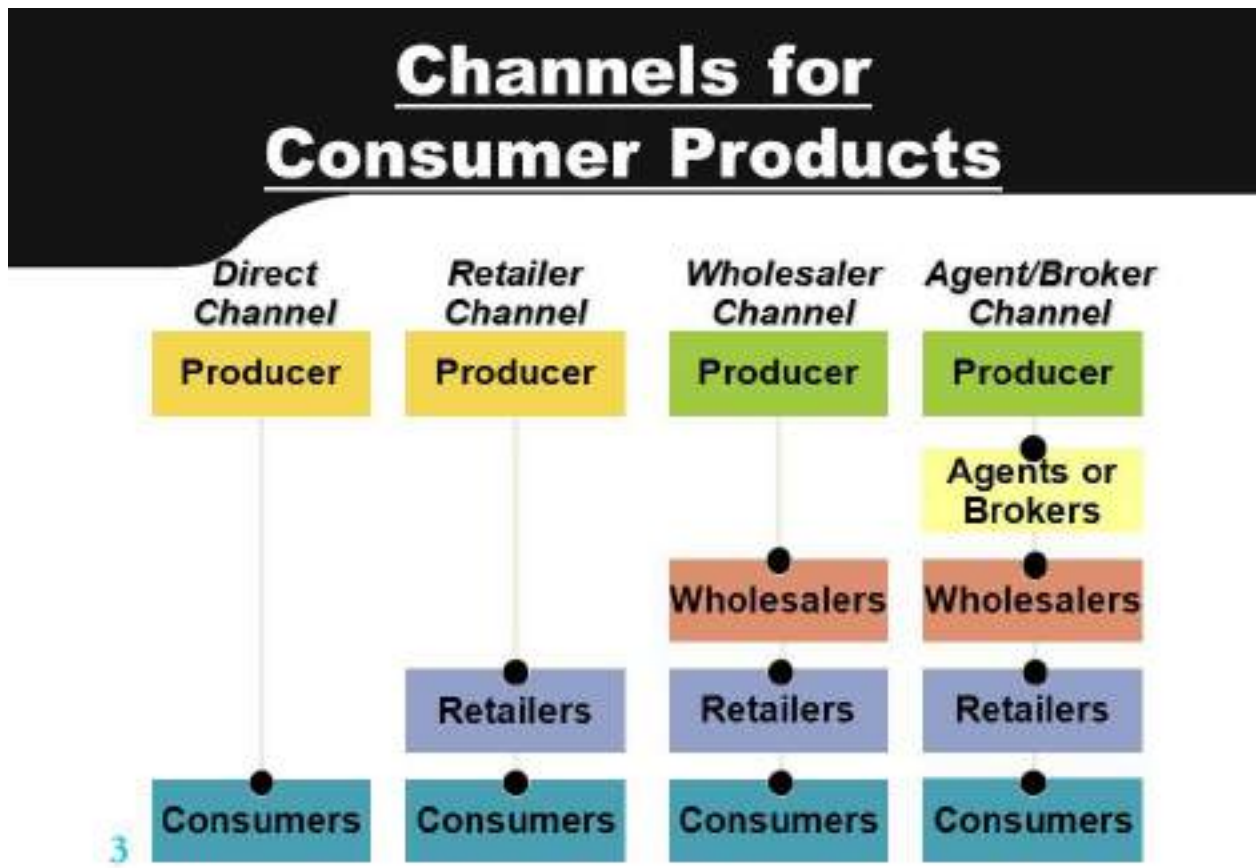
1. **Direct Channel or Zero-level Channel (Manufacturer to Customer)** - Direct selling is one of the oldest forms of selling products. It doesn't involve the inclusion of an intermediary and the manufacturer gets in direct contact with the customer at the point of sale. Some examples of direct channels are peddling, brand retail stores, taking orders on the company's website, etc. Direct channels are usually used by manufacturers selling perishable goods, expensive goods, and whose target audience is geographically concentrated. For example, bakers, jewelers, etc.

(Indirect Channels (Selling through Intermediaries) When a manufacturer involves a middleman/intermediary to sell its product to the end customer, it is said to be using an indirect channel. Indirect channels can be classified into three types :)

2. **One-level Channel (Manufacturer to Retailer to Customer):** Retailers buy the product from the manufacturer and then sell it to the customers. One level channel of distribution works best for manufacturers dealing in shopping goods like clothes, shoes, furniture, toys, etc.
3. **Two-Level Channel (Manufacturer to Wholesaler to Retailer to Customer):** Wholesalers buy the bulk from the manufacturers, breaks it down into small packages and sells them to retailers who eventually sell it to the end customers. Goods which are durable, standardized and somewhat inexpensive and whose target audience isn't limited to a confined area use two-level channel of distribution.
4. **Three-Level Channel (Manufacturer to Agent to Wholesaler to Retailer to Customer):** Three level channel of distribution involves an agent besides the wholesaler and retailer who assists in selling goods. These agents come handy when goods need to move quickly into the market soon after the order is placed. They are given the duty to handle the product distribution of a specified area or district in return of a certain percentage commission.

Channels for Consumer Products: A direct channel allows the consumer to make purchases from the manufacturer while an indirect channel allows the consumer to buy the goods from a wholesaler or retailer. Indirect channels are typical for goods that are sold in traditional brick-and-mortar stores.

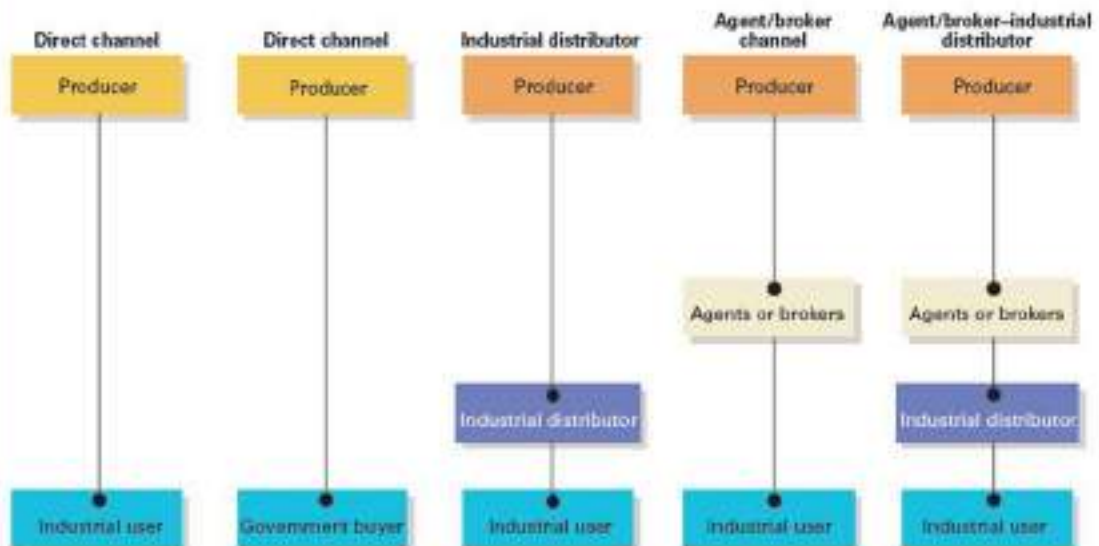
Retailers, such as department stores, discount stores and boutiques, sell most consumer products. In this lesson, you'll learn about different retail distribution strategies that manufacturers employ to get their products in front of consumers.



Channels for Business and Industrial Products:

The third channel, from the producer-wholesaler to the consumer, can be successfully used in distributing industrial goods. Under industrial goods are included goods which are used for further production and not for resale. This is a shorter channel, and the producer eliminates the retailer in this channel link.

Channels for Business and Industrial Products



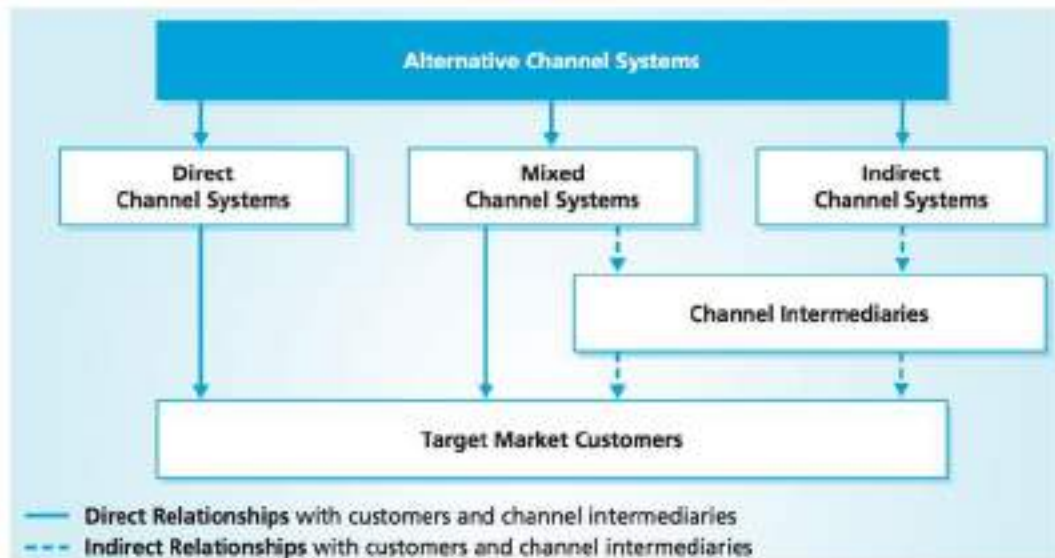
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Alternative Channels:

Alternative delivery channels (ADC), defined as those channels that expand the reach of services beyond the traditional bank branch channel, have emerged as a result of innovations in information and communication technology and a shift in consumer expectations.

Alternative Channel Systems

MBM6
Chapter 9



- Direct Channel Systems:** the business retains product ownership until delivery
- Indirect Channel Systems:** intermediaries take ownership of product
- Mixed Channel Systems:** utilize a combination of direct and indirect channels

Channel Strategy Decisions:

A channel strategy refers to a vendor's plan to move a product or service through a chain of commerce to the end customer. ... The first is to sell a product or service to a customer and the second is to deliver a customer experience. Companies can distribute their goods and services through direct or indirect channels.

- ✓ You must decide how you will distribute your product. The channel distribution strategy consists of selecting the type of channel, determining the desired intensity of distribution, designing the channel configuration, and managing the channel on an ongoing basis.

Channel Strategy Decisions

- Selection of a Marketing Channel
- Factors which impact the selection of a marketing channel include:
 - ✓ Market factors
 - ✓ Product factors
 - ✓ Organizational factors
 - ✓ Competitive factors



13-13

Promotional mix refers to the combination of various marketing communication tools, tactics, and strategies used by companies to promote their products or services and communicate with their target audience. It involves selecting and blending different elements of the marketing mix to create a comprehensive and effective promotional campaign.

The elements commonly included in the promotional mix are:

1. **Advertising:** Paid, non-personal communication through various media channels such as television, radio, print, online platforms, and billboards to promote a product, service, or brand.
2. **Personal Selling:** Face-to-face or direct interaction between the company's sales representatives and potential customers to persuade them to purchase a product or service.
3. **Sales Promotion:** Short-term incentives, such as discounts, coupons, contests, giveaways, or loyalty programs, designed to stimulate immediate sales or attract customers.
4. **Public Relations (PR):** Building and maintaining a positive public image and relationship with the target audience through activities like media relations, press releases, sponsorships, events, and social responsibility initiatives.
5. **Direct Marketing:** Direct communication with potential customers through various channels, such as email, direct mail, telemarketing, or SMS, to promote products or services and generate a direct response.
6. **Digital/Online Marketing:** Utilizing online platforms and digital channels, including websites, search engine marketing (SEM), search engine optimization (SEO), social media marketing, content marketing, and email marketing, to reach and engage with the target audience.

- ❖ **Marketing communication** refers to the process of transmitting a company's marketing messages to the target audience in order to create awareness, generate interest, stimulate desire, and encourage action. It involves the strategic use of various communication tools and channels to convey a consistent and compelling message about a product, service, or brand.

The process of marketing communication typically involves the following steps:

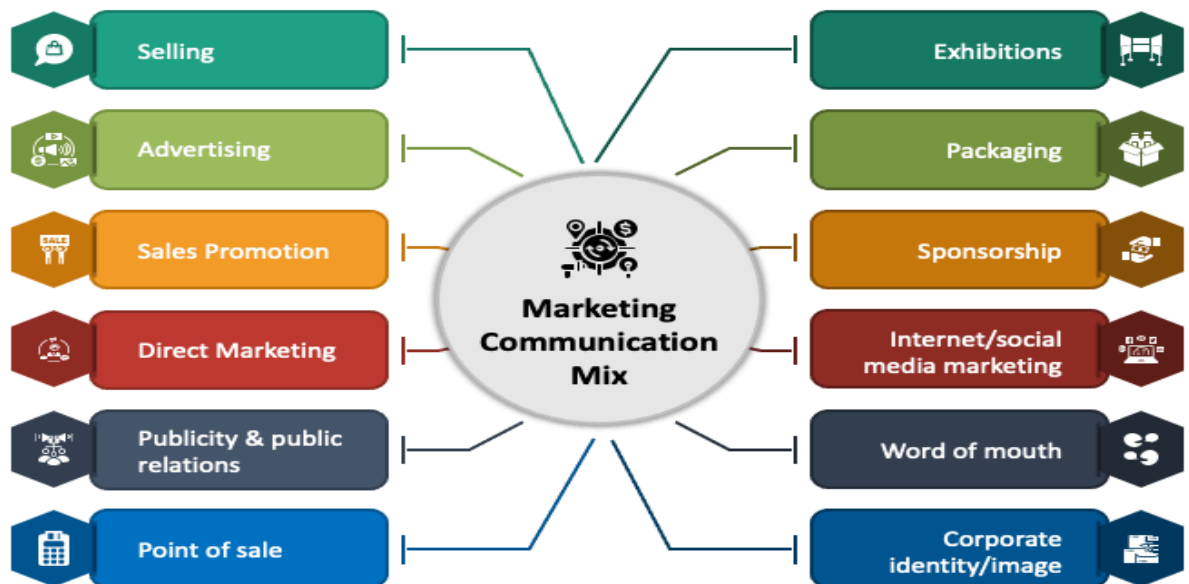
1. **Sender:** The process starts with a sender, who is usually the company or organization initiating the communication. The sender has a specific message or information to convey to the target audience.
2. **Encoding:** The sender encodes the message by selecting the appropriate words, symbols, images, and other elements to effectively communicate the intended meaning. The message should be tailored to resonate with the target audience and align with the company's brand identity.
3. **Message Channel:** The sender selects the most suitable communication channel or channels to deliver the message to the target audience. The choice of channels can include advertising, personal selling, public relations, direct marketing, digital marketing, social media, or a combination of these, depending on the target audience, message content, budget, and other factors.
4. **Transmission:** The message is transmitted through the selected communication channels to reach the target audience. The sender may use different media platforms, such as television, radio, newspapers, magazines, websites, social media platforms, or physical distribution channels, to ensure broad and effective message dissemination.
5. **Reception:** The target audience receives the message through the chosen communication channels. It is important to ensure that the message reaches the intended recipients and that they have the opportunity to understand and interpret the message accurately.
6. **Decoding:** The audience decodes the message by interpreting and understanding the information conveyed. The decoding process can be

influenced by factors such as the audience's knowledge, attitudes, beliefs, cultural background, and personal experiences.

7. **Feedback:** Feedback plays a crucial role in the communication process. The audience provides feedback to the sender, indicating their level of understanding, acceptance, or response to the message. Feedback can be direct, such as customer inquiries or comments, or indirect, such as sales figures, website traffic, or social media engagement metrics.
8. **Response:** Based on the feedback received, the sender evaluates the effectiveness of the communication and the audience's response. If the desired response is not achieved, the sender may modify the message, adjust the communication channels, or make other strategic changes to improve the impact of future communication efforts.
9. **Noise:** Throughout the communication process, there may be interference or distractions known as "noise" that can distort or hinder effective communication. Noise can be external factors such as competing advertisements, technical issues, or internal factors such as language barriers, cultural differences, or misinterpretation of the message.

MARKETING COMMUNICATION MIX

Marketing Communication Mix



Source : process.st

Several factors influence the selection and composition of the promotional mix for a marketing campaign. These factors include:

1. **Target Audience:** The characteristics, preferences, behaviors, and demographics of the target audience play a crucial role in determining the promotional mix. Different promotional tools and channels may be more effective in reaching and engaging specific target segments. For instance, younger audiences might be more receptive to digital marketing and social media, while older demographics may respond better to traditional advertising channels like television or print media.
2. **Product or Service:** The nature features, and complexity of the product or service being promoted can influence the promotional mix. For example, highly technical products may require personal selling or specialized demonstrations to effectively communicate their benefits, while low-cost consumer goods may rely more on mass advertising or sales promotion to drive sales.
3. **Marketing Objectives:** The specific goals and objectives of the marketing campaign also influence the promotional mix. If the primary objective is to create brand awareness, advertising and public relations activities might be emphasized. If the focus is on generating immediate sales, sales promotion tactics like discounts or limited-time offers may be prioritized.
4. **Budget:** The allocated budget for marketing and promotion significantly impacts the promotional mix. Certain communication tools, such as television advertising or large-scale events, can be more expensive compared to digital marketing or public relations efforts. The available budget will determine the extent to which different promotional elements can be utilized and integrated.
5. **Competitive Environment:** The competitive landscape and the marketing strategies employed by competitors can influence the promotional mix. Companies may need to differentiate their promotional activities to stand out and effectively reach their target audience. Understanding the tactics used by competitors can help shape the selection and emphasis of promotional elements.
6. **Legal and Ethical Considerations:** Regulatory and legal factors must be taken into account when developing the promotional mix. Adherence to advertising

standards, compliance with industry-specific regulations, and ethical considerations in messaging and communication are crucial for maintaining a positive brand image and avoiding legal complications.

7. **Marketing Budget Allocation:** The overall allocation of the marketing budget across different marketing mix elements, including product, price, place, and promotion, also affects the promotional mix. The proportion of the budget allocated to promotion relative to other elements will impact the resources available for various promotional activities.
8. **Stage in the Product Life Cycle:** The stage of the product or service in its life cycle can influence the promotional mix. In the introduction phase, greater emphasis may be placed on advertising and public relations to create awareness. As the product matures, a combination of advertising, sales promotion, and personal selling may be employed to maintain market share and drive sales.

It's important for marketers to consider these factors and strike a balance in selecting and integrating the appropriate promotional mix elements to effectively communicate with the target audience and achieve marketing objectives.

Unit-5

Pricing Decisions & Personal Communications

Meaning:

Pricing is the process whereby a business sets the price at which it will sell its products and services, and may be part of the business's marketing plan. ...

The needs of the consumer can be converted into demand only if the consumer has the willingness and capacity to buy the product.

Importance of Price:

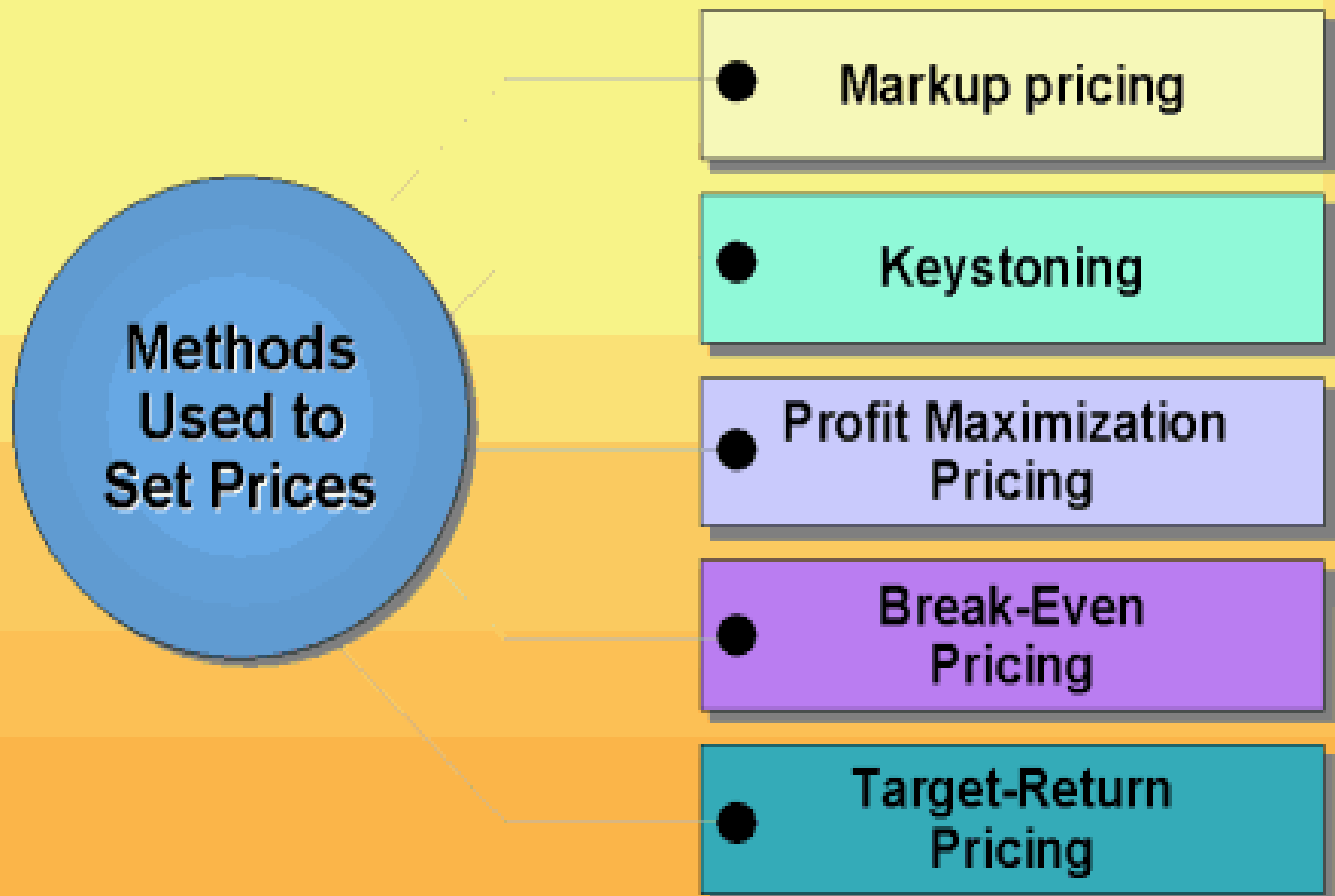
Pricing is important since it defines the value that makes it worth it for you to make and for your customers to use your product. It is the tangible price point that lets customers know whether it is worth their time and investment.

- Price is the most important factor for a consumer when it comes to making a purchase decision. Rarely will it be otherwise. As such, the right kind of pricing strategy can help achieve organizational goals.
- Price can be easily changed and is flexible thereby helping the organisation to respond quickly to marketplace changes.
- Price can also be used as a differentiating factor to set aside the said product from other products in the same category.
- Price is also often used to target a particular segment of customers.
- And, last but not the least; price is the only element of the marketing mix that fetches revenue for the organization.

Cost Determinant of Price:

The main determinants that affect the price are: Product Cost. The Utility and Demand. Extent of Competition in the market. Government and Legal regulations.

The Cost Determinant of Price



1. Markup Pricing:

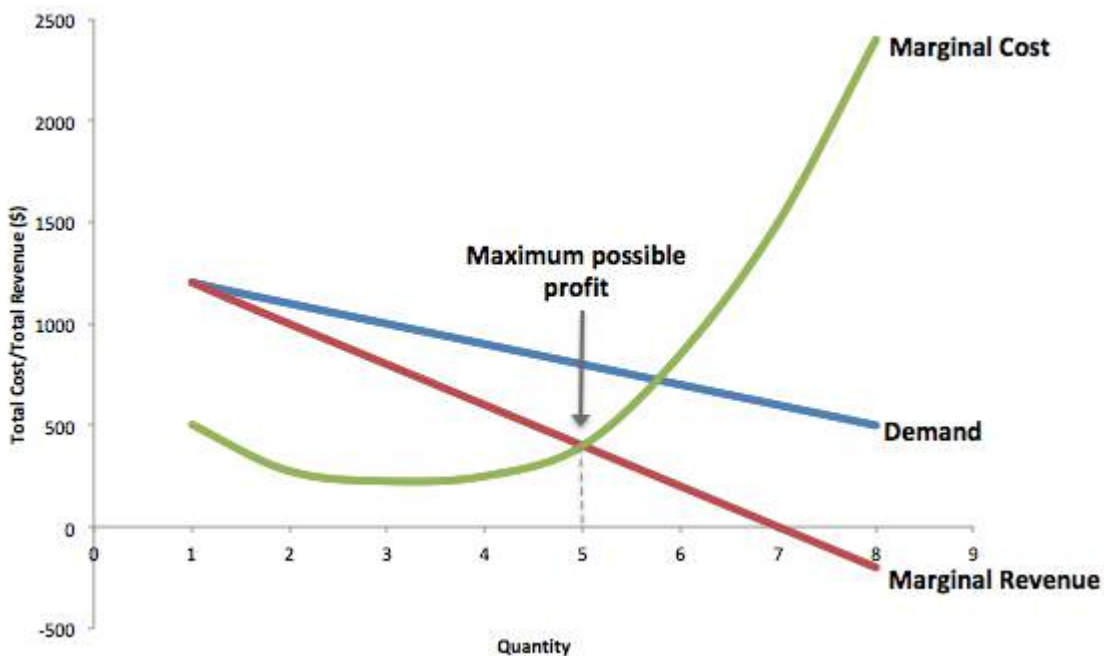
Markup pricing refers to a pricing strategy wherein the price of a product or service is determined by calculating the sum of the products and a percentage of it as a markup. In other words, it's the method of adding a percentage to a product's cost to determine its selling price.

- You have calculated 30% of the cost. When the cost is \$5.00 you add $0.30 \times \$5.00 = \1.50 to obtain a selling price of $\$5.00 + \$1.50 = \$6.50$. This is what I would call a markup of 30%.

2. Profit Maximization Pricing:

Profit maximization is the short run or long run process by which a firm determines the price and output level that returns the greatest profit. Any costs incurred by a firm may be classed into two groups: fixed costs and variable costs.

- ❖ The profit-maximizing choice for the monopoly will be to produce at the quantity where marginal revenue is equal to marginal cost: that is, $MR = MC$. If the monopoly produces a lower quantity, then $MR > MC$ at those levels of output, and the firm can make higher profits by expanding output.



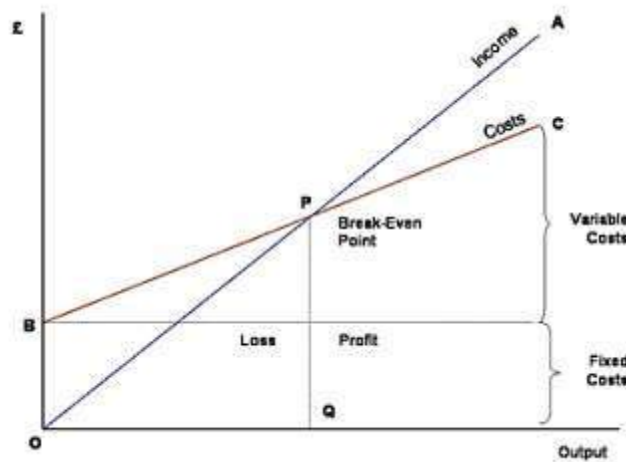
3. Break-Even Pricing:

In manufacturing, the break-even price is the price at which the cost to manufacture a product is equal to its sale price. Break-even pricing is often used as a competitive strategy to gain market share, but a break-even price strategy can lead to the perception that a product is of low quality.

Break-Even Price Formula

$$\text{Break-Even Price} = \frac{\text{Fixed Costs}}{\text{Production Volume}} + \text{Variable Cost}$$





Pricing Strategy:

A pricing strategy takes into account segments, ability to pay, market conditions, competitor actions, trade margins and input costs, amongst others.

- Pricing Strategy is a tool used to fix the price of a particular product or service by considering various factors like the consumption of resources, Market conditions, the ability of customers, demand and supply, need of the product like regular item or occasional, etc.

Types of Pricing Strategies

- Demand Pricing. Demand pricing is also called demand-based pricing, or customer-based pricing. ...
- Competitive Pricing. Also called the strategic pricing. ...
- Cost-Plus Pricing. ...
- Penetration Pricing. ...
- Price Skimming. ...
- Economy Pricing. ...
- Psychological Pricing. ...
- Discount Pricing.

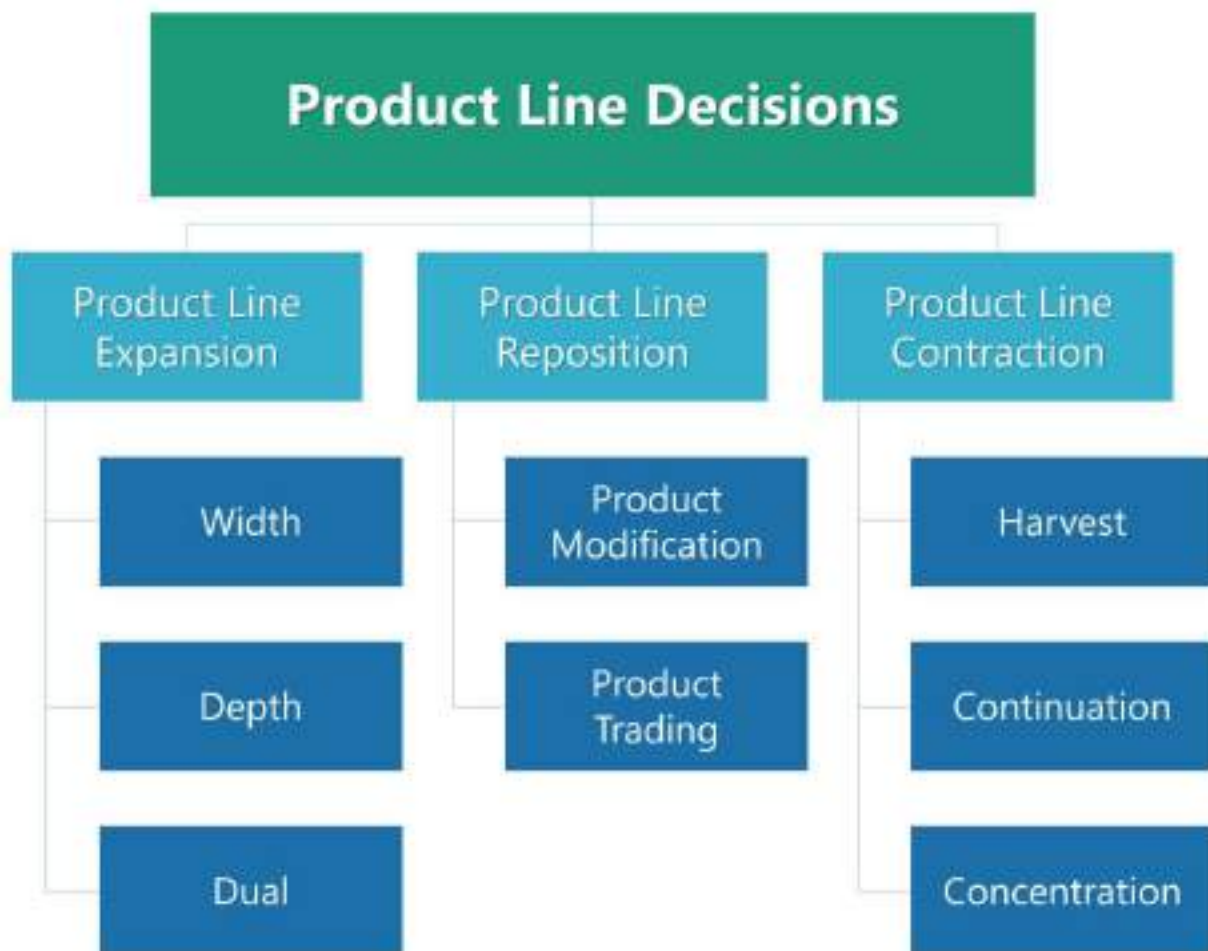
Ethics of Pricing strategy:

Pricing ethics involves examining what constraints are needed on the pursuit of market share and profits when the actions of a company affect others adversely.



Product Line Pricing:

Product line pricing involves the separation of goods and services into cost categories in order to create various perceived quality levels in the minds of consumers. You might also hear product line pricing referred to as price lining, but they refer to the same practice.



EduNote.com

Word-of-mouth marketing:

WOM communication is traditionally defined as face-to-face communication between consumers regarding any product, brand or service (Arndt, 1967).

Word-of-mouth marketing (WOM marketing) happens when consumers talk about a company's product or service to their friends, family, and to others with whom they have close relationships. WOM marketing is one of the most powerful forms of advertising as 92% of consumers trust their friends over traditional media.

Quick word-of-mouth wins:

1. Identify and nurture your top customers.
2. Ask for reviews/ratings when things are going well; don't wait!
3. Use social media as a referral channel.
4. Go above and beyond with unexpected customer service gestures.
5. Use tools to automate the process.
6. Make sure you have amazing service, staff, and support.

Rural Marketing:

Rural marketing is a process of developing, pricing, promoting, and distributing rural specific goods and services leading to desired exchange with rural customers to satisfy their needs and wants, and also to achieve organizational objectives.

Rural Marketing - Promotion Strategies

- ✓ Personal Selling in Rural Region. ...
- ✓ Push-up Sales Promotion. ...
- ✓ Free Distribution of Samples. ...
- ✓ With-pack Premiums. ...
- ✓ Price-off Premiums. ...

- ✓ Money Refund Premiums. ...
- ✓ Exchange Premiums. ...
- ✓ Interactive Games.

The Bottom of Pyramid marketing approach was popularized by the same person who introduced the concept in business strategy, C.K. Prahalad, and it builds upon the idea of viewing the world's poor not only as beneficiaries of charity or aid but as potential consumers with unique needs and preferences.

Key aspects of the Bottom of the Pyramid marketing approach include:

1. **Affordability:** Products and services offered to the BoP consumers must be affordable and priced within their limited budgets. This often requires companies to adopt innovative cost-cutting measures, efficient supply chains, and pricing strategies tailored to the purchasing power of this market segment.
2. **Adaptation:** BoP marketing involves understanding the specific needs, aspirations, and cultural factors of the target consumers. Companies may need to adapt their products and marketing messages to suit local preferences and traditions.
3. **Scalability:** Since the BoP market comprises a large number of potential consumers, scalability is crucial for success. Companies need to create business models that can scale quickly and efficiently to reach a substantial customer base.
4. **Social impact:** While the primary goal of BoP marketing is to generate profits, it is also focused on creating positive social impact. By providing essential products and services to low-income communities, companies can contribute to poverty alleviation and improved quality of life.

5. **Partnrships:** BoP marketing often requires collaboration with local organizations, governments, and NGOs to navigate regulatory challenges, cultural nuances, and distribution barriers. Building strong partnerships can enhance the effectiveness and sustainability of BoP initiatives.

Relationship Marketing

Relationship Marketing is a strategy of Customer Relationship Management (CRM) that emphasizes customer retention, satisfaction, and lifetime customer value. Its purpose is to market to current customers versus new customer acquisition through sales and advertising.

Relationship Marketing Strategy Tips

- Improve Your Customer Service. Poor customer service is going to result in a poor customer experience, making customer retention more challenging. ...
- Listen To Feedback. ...
- Create Content Targeting Existing Customers. ...
- Embrace Email Marketing. ...
- Implement A Loyalty Program.

Retail Marketing:

Retailing marketing, also known as retail marketing or retail management, refers to the set of strategies and activities undertaken by retailers to attract, engage, and retain customers while promoting their products or services to generate sales and drive profitability. Retailing marketing encompasses a wide range of activities that aim to create a seamless shopping experience for consumers, both online and offline.

Key components of retailing marketing include:

1. **Customer Segmentation:** Understanding the different segments of customers based on demographics, behavior, and preferences is essential for effective retailing marketing. Retailers can tailor their marketing messages and offerings to appeal to specific customer groups.
2. **Product Assortment and Merchandising:** Retailers need to curate a compelling product assortment and effectively display merchandise to attract customers and encourage purchase decisions. Strategic placement, visual merchandising, and product promotions are vital aspects of this process.
3. **Pricing Strategies:** Determining the right pricing strategy is critical for retail success. Retailers must consider factors such as competition, customer perceptions, cost structures, and value propositions to set prices that are attractive to customers while ensuring profitability.
4. **Promotional Activities:** Retailers use various promotional tactics to create awareness and drive sales. This includes advertising, in-store promotions, social media marketing, email campaigns, loyalty programs, discounts, and special offers.
5. **Customer Experience:** Providing a positive and memorable customer experience is crucial for retailing marketing. This involves ensuring friendly and helpful customer service, easy checkout processes, and a comfortable and visually appealing store environment.
6. **Omni-channel Marketing:** In the digital age, retailers must integrate their online and offline marketing efforts to create a seamless shopping experience for customers across multiple channels. This includes online stores, social media, mobile apps, and physical retail outlets.

7. **Data Analytics:** Retailers leverage data analytics to gain insights into customer behavior, preferences, and trends. By analyzing data, retailers can make informed decisions about their marketing strategies and optimize their efforts to drive better results.
8. **Relationship Building:** Building strong customer relationships is essential for repeat business and long-term success. Retailers can achieve this through personalized marketing, customer feedback, and post-purchase follow-ups.
9. **Branding and Reputation Management:** Establishing a strong brand identity and managing the retailer's reputation are critical aspects of retailing marketing. Positive brand perception can influence customer loyalty and drive word-of-mouth referrals.

Digital Marketing:

At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Using these online media channels, digital marketing is the method by which companies endorse goods, services, and brands.

Here is the list of various types of digital marketing you should be aware of:

- ✚ Search Engine Optimization (SEO)
- ✚ Pay Per Click (PPC)
- ✚ Social Media Marketing (SMM)
- ✚ Content Marketing.
- ✚ Email Marketing.
- ✚ Influencer/ Affiliate Marketing.
- ✚ Viral Marketing.
- ✚ Mobile Marketing.

Social media mobile marketing refers to the use of social media platforms and mobile devices to promote products, services, or brands, and engage with target audiences. It combines the power of social media and the widespread use of mobile devices to reach a vast number of potential customers in real-time and create meaningful interactions with them.

Key aspects of social media mobile marketing include:

1. **Social Media Platforms:** Social media platforms like Facebook, Instagram, Twitter, LinkedIn, TikTok, and others serve as the primary channels for social media mobile marketing. Each platform has its unique user base and features, allowing marketers to tailor their messages and content to specific audiences.
2. **Mobile Optimization:** Since most social media users access these platforms through mobile devices, it is crucial for marketers to optimize their content and websites for mobile viewing. This includes responsive web design, fast loading times, and mobile-friendly ad formats.
3. **Content Marketing:** Social media mobile marketing relies heavily on content creation to capture the attention of mobile users. Content may include text posts, images, videos, infographics, and interactive elements like polls and quizzes.
4. **Influencer Marketing:** Collaborating with social media influencers who have a significant following and influence can be a powerful strategy for social media mobile marketing. Influencers can help promote products or services to their engaged audience, leading to increased brand awareness and credibility.

5. **Paid Advertising:** Social media platforms offer various advertising options, such as sponsored posts, stories, and promoted tweets. These paid advertising opportunities allow marketers to target specific demographics and interests, enhancing the reach and visibility of their campaigns.
6. **Real-time Engagement:** Mobile devices enable instant communication, and social media facilitates real-time engagement with customers. Brands can respond to comments, messages, and mentions promptly, fostering a sense of connection and responsiveness.
7. **Location-Based Marketing:** Mobile devices often have location services enabled, allowing marketers to deliver location-based promotions and offers to users in specific geographical areas.
8. **Analytics and Insights:** Social media platforms provide valuable analytics and insights into user behavior, engagement, and campaign performance. Marketers can use this data to measure the effectiveness of their mobile marketing efforts and make data-driven decisions.
9. **Mobile Apps:** In addition to social media platforms, brands can leverage mobile apps to enhance their mobile marketing strategies. Mobile apps can offer personalized experiences, loyalty programs, and exclusive content for app users.

Market Sustainability and Ethics:

- Sustainable marketing is the type of marketing that uses products and services that respect the environment and social aspects around. It aims to improve life quality by promoting products, services, and ideas that don't harm the environment.

- Marketing ethics are the moral principles and values that need to be followed during any kind of marketing communication. They are the general set of guidelines which can help companies to decide on their new marketing strategies. But then it depends on one's own judgment of 'right' and 'wrong'.

Here are a few tips on implementing sustainable marketing strategies the right way.

- ✚ Make Sustainable Marketing Strategies Part of Everything You Do. ...
- ✚ Start with the Product or Service. ...
- ✚ Tell a Story About Your Brand. ...
- ✚ Build and Leverage a Community. ...
- ✚ Focus on Educating Consumers.

Global marketing: also known as international marketing, is a strategic approach to promoting and selling products or services to customers in different countries and regions around the world. It involves adapting marketing strategies to suit the cultural, economic, social, and political characteristics of various international markets. The goal of global marketing is to create a consistent brand image, increase market share, and achieve business growth on a global scale.

Key components and considerations in global marketing include:

1. **Market Research**: Conducting comprehensive market research is essential to understand the preferences, needs, and behaviors of consumers in different countries. This research helps in identifying potential markets, evaluating competition, and determining the viability of products or services in those regions.
2. **Cultural Understanding**: Cultural differences significantly influence consumer behavior. Global marketers must be sensitive to cultural nuances, customs, and traditions to develop marketing messages that resonate with diverse audiences.

3. **Product Adaptation:** Adapting products or services to suit local preferences and requirements is often necessary for successful global marketing. This may involve modifications in features, packaging, size, or branding to align with cultural norms or legal regulations.
4. **Pricing Strategies:** Setting appropriate prices for international markets requires consideration of factors like local purchasing power, competition, and economic conditions. Prices may vary across regions to remain competitive and reflect market realities.
5. **Distribution Channels:** Global marketers need to determine the most effective distribution channels for their products or services in each market. This may involve partnerships with local distributors, agents, or retailers to optimize reach and availability.
6. **Promotional Campaigns:** Crafting marketing campaigns that resonate with diverse audiences requires sensitivity to cultural references and messaging. Some global campaigns may be standardized across markets, while others may need localization to be more relevant.
7. **Language and Communication:** Language is a critical aspect of global marketing. Communicating in the local language builds trust and helps customers understand products better. Translations must be accurate, culturally appropriate, and aligned with brand messaging.
8. **Legal and Regulatory Compliance:** Different countries have varying legal and regulatory frameworks that govern marketing practices. Global marketers must adhere to these rules to avoid legal issues and maintain a positive brand reputation.

9. **Global Branding:** Building a strong global brand identity that transcends borders is crucial for consistent recognition and customer loyalty. Global marketers must balance a standardized brand image with localized marketing efforts.
10. **Technology and Digital Marketing:** Embracing technology and digital marketing strategies is vital for reaching global audiences efficiently. Online platforms and social media allow businesses to connect with customers worldwide and collect valuable data for insights.

Green marketing, also known as environmental marketing or sustainable marketing, is a business strategy that emphasizes the promotion and sale of environmentally friendly products, services, and practices. The primary focus of green marketing is to highlight the positive environmental attributes of a company's offerings and to encourage consumers to make eco-conscious choices. This approach aims to align business practices with environmental protection and sustainability goals, appealing to consumers who are increasingly concerned about the impact of their purchases on the planet.

Key principles and characteristics of green marketing include:

1. **Environmental Benefit:** Green marketing revolves around products and services that provide clear environmental benefits. These benefits can include energy efficiency, waste reduction, use of renewable materials, reduced carbon emissions, and overall lower ecological footprints.
2. **Consumer Awareness:** Green marketing campaigns often educate consumers about environmental issues and the importance of sustainable consumption. This can include providing information about the product's environmental impact, encouraging responsible usage, and promoting eco-friendly lifestyles.

3. **Eco-friendly Product Design:** Companies engaged in green marketing may redesign their products to incorporate environmentally friendly features or materials. For example, using recyclable or biodegradable packaging, reducing the use of harmful chemicals, or increasing energy efficiency.
4. **Eco-labeling and Certifications:** Green marketing may involve obtaining eco-labels or certifications from reputable organizations to verify the environmental claims of a product or service. These labels provide assurance to consumers that the products meet specific environmental standards.
5. **Corporate Social Responsibility (CSR):** Green marketing is often tied to a company's broader CSR initiatives, where the company takes responsibility for its impact on the environment and society. Companies may engage in sustainability practices, such as reducing waste, conserving resources, and supporting environmental causes.
6. **Targeting Green Consumers:** Green marketing is tailored to appeal to environmentally conscious consumers who prioritize eco-friendly and sustainable products. Understanding the values and preferences of this target audience is essential for effective green marketing strategies.
7. **Transparency and Credibility:** Green marketing requires transparency in communication. Companies must be honest and accurate in their environmental claims to avoid accusations of greenwashing, which is the misleading promotion of environmentally friendly practices for marketing purposes.
8. **Collaboration and Partnerships:** Green marketing efforts can be strengthened through collaborations with environmental organizations, NGOs, or other stakeholders. These partnerships can amplify the company's commitment to environmental responsibility.

9. **Long-term Sustainability Goals:** Successful green marketing involves incorporating long-term sustainability goals into the company's vision and mission. It goes beyond short-term marketing tactics to demonstrate a genuine commitment to environmental protection.