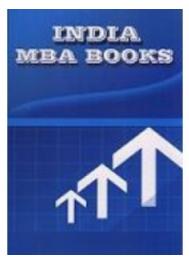
MARKETING MANAGEMENT



Brand: Mehta Solutions **Product Code:** 7MBA2C1

Weight: 0.00kg

Price: Rs380

Short Description

Alagappa university mba MARKETING MANAGEMENT SOLVED PAPERS AND GUESS

Description

agappa university mba MARKETING MANAGEMENT SOLVED PAPERS AND GUESS

Product Details: Alagappa university mba MARKETING MANAGEMENT SOLVED PAPERS AND GUESS

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2018-19

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other **Alagappa University** book solutions now mehta solutions brings top solutions for **Alagappa university SOLVED PAPERS AND GUESS book** contains previous year solved papers plus faculty important questions and answers specially for **Alagappa University** .questions and answers are specially design specially for **Alagappa University students**.

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- Case studies solved
- New addition fully solved
- last 5 years solved papers with current year plus guess

PH: 07011511310, 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

I YEAR – II SEMESTER

COURSE CODE: 7MBA2C1

CORE COURSE -V - MARKETING MANAGEMENT

Unit I

Marketing – Definition and Core Concepts. Company Orientation towards market place—marketing interface with other functional areas marketing. Introduction to Marketing Mix.

Unit II

Major forces in Marketing Environment - Segmenting, Targeting and Positioning - Consumer behaviour - factors and consumer decision making process.

Unit III

Product – Definition and classification. Product Mix – Product Life Cycle – New Product Development.

Unit IV

Price – factors influencing pricing decision – Steps in setting price and adaptation of price. Distribution Channel – Functions – and design - retailing and wholesaling

Unit V

 $Promotion-Elements\ of\ promotion\ mix-Objectives\ and\ types\ advertising-Methods\ of\ sales\ promotion\ for\ consumers\ and\ trade-Steps\ in\ personal\ selling.$

Details

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