

MARKETING

Market is an arrangement of buying and selling of products

Market is the starting point of marketing

Marketing Fundamentals

Production Concept

Product Concept

Selling Concept

Marketing Concept

Societal Concept

The Marketing Mix or 4 P's of Marketing

Product

Place

Price

Promotion

In retail marketing 3 more P's

People

Process

Physical evidence

Migration of 4 P's into SAVE

Solution

Access

Value

Education

Market Plan includes

Market objectives

Market research

Pricing strategy

Situation analysis

4 C's of Marketing

Customer

Cost

Communication

Convenience

Product Life Cycle

Introduction

Growth

Maturity

Decline

Revival

Promotion Mix

Advertising

Sales promotion

Public relation

Personal selling

Direct marketing

Firms position in the market

Market Leaders

Market Challengers

Market Followers

Market Nichers

Strategies for new acquisition of customers

Understanding the market and customer behavior

Gaining the full knowledge of the product service and also that of the competitors

Identifying the target groups

Motivate the customer

Strategies for the Retention of customers

Careful selection of training

Laying down norms and procedures

Ensuring consistent appearance

Automation

Diffusion of Innovations

Innovators

Early adapters

Early Majority

Late majority

Laggards

Line Stretching

Upward stretch—it operates presently in the lower end of the market

Downward stretch---it operates in the higher end of the market

Two ways stretch---it operates in the middle of the market

Characteristics of Brand

Distinctive

Suggestive

Appropriate

Easy to remember

Adaptable new products

Registrable

Anatomy of Brand

Brand Image

Brand Identity

Brand Personality

Brand Positioning

Some model questions

The first product purchaser is known as---

Innovators

Retention cost is comparatively --- than acquiring a new customer----

Less

The process of disaggregating the total market into a number of sub markets is called----

Marketing segmentation

The customer receives in exchange is called---

Product

A group of closely related products is known as ---

Product Line

Number of product line it markets product depth is known as ---

Breadth of the

marketRegistered brand name is known as----

Trade mark

The total accumulated value or worth of a brand is known as---

Brand equity

---- is any paid form of non personal presentation and promotion of ideas, goods or service by an identified sponsor----

Advertising

---- is any non paid form, media correspondence is done, may be positive or negative, no control over it

Publicity

---- Involves developing and retaining of customers---

Relationship Marketing

Putting the goods of same characteristics in a specific category is known as--- **Grading**

B 2 B stands for--- **Business to Business**

Marketing Mix or 4 P's of marketing was propounded by an American Professor of Marketing----

McCarthy

The rate at which bank borrow funds (short term loans) from Reserve Bank is known as

Repo Rate (RR)

The rate of interest for the amount deposited by banks in Reserve Bank is known as

Reverse Repo Rate (RRR)

The portion of deposits banks must keep with Reserve Bank of India is

Cash Reserve Ratio (CRR)

Present rates

RR----- 8%

RRR--- 7%

CRR--- 4%

GDP rate of 2013-2014-----5.5%

The body regulates mutual funds in India---

SEBI

Present Governor of RBI----

Reghu Ram Rajan

G. Gopakumar (2794)

Manager, KSFE STATUE EVG

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