

18BAU311

PRINCIPLES OF MARKETING (PRACTICAL)

Semester – III
2H – 1C

Instruction Hours / week L: 0 T: 0 P: 2

Marks: Internal: 40 External: 60

Total: 100

End Semester Exam: 3 Hours

COURSE OBJECTIVES:**To make the students**

1. To understand the concept of the marketing, 4-s of marketing and its application in real business situation,
2. To analyse the business case studies and try to apply the theoretical learning into lifelong practice.
3. To Critically evaluate the appropriate alternatives and draw a solution.
4. To Communicate in oral and written form and prepare report
5. To Work in team and exhibit leadership skills

COURSE OUTCOMES:**Learners should be able to**

1. Understand the concept of the marketing, 4-s of marketing and its application in real business situation,
2. Analyse the business case studies and try to apply the theoretical learning into lifelong practice.
3. Critically evaluate the appropriate alternatives and draw a solution.
4. Communicate in oral and written form and prepare report
5. Work in team and exhibit leadership skills

1. **Case Studies on** Impact of marketing concepts and its applicability and bringing out the difference in Core Concepts of Marketing, Exchange concept, Production concept, Product concept, Sales/selling concept, Modern marketing concept, Societal marketing concept.
2. Perform SWOT / PEST Analysis
3. Case study on The Traditional 4Ps and The Modern Components of the Mix- The Additional 3Ps.
4. Select a company having a multiple product line, For the selected company
 - Analyse the product line and segmentation Market Positioning\
 - Product life cycle for the products
 - *Brand and Branding Strategy of the company*
 - Pricing for the products
 - Distribution Management
 - Promotion mix used by the company.
5. Analyse the case study on any two of the
 - Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism

SUGGESTED READINGS:

1. Philip T. Kotler, Gary Armstrong, Prafulla Agnihotri , (2018), *Principles of Marketing*, 17th edition, Pearson Education, NewDelhi
2. V. S. Ramaswamy , S. Namakumari (2018), *Marketing Management: Indian Context Global Perspective*, 6th edition, , Sage Publications India (P) Ltd., NewDelhi
3. Philip Kotler, Kevin Lane Keller, (2017), *Marketing Management*, 15th edition, Pearson Education, NewDelhi
4. Rajan Saxena (2017), *Marketing Management*, 5th edition, McGraw Hill Education, NewDelhi.
5. Philip Kotler (2017), *Marketing 4.0: Moving from Traditional to Digital*, Wiley, NewDelhi

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Eachanari (Post), Coimbatore-641021,
Tamil Nadu,India.



DEPARTMENT OF MANAGEMENT(UG)

II BBA

PRACTICAL-PRINCIPLES OF MARKETING

SubjectCode:18BAU301

PracticalExamination-October2019

Name :.....

Register Number :.....

Batch :.....



CERTIFICATE

Register Number :

This is to certify that this is a bona fide record of work done by of
IIBBA during the year 2019 for the Practical Examination on Principles of Marketing held
on at Karpagam Academy of Higher Education, Coimbatore-641021.

Staff In-charge
(Dr. Ebenezer Paul Rajan T.Y)
Examiners

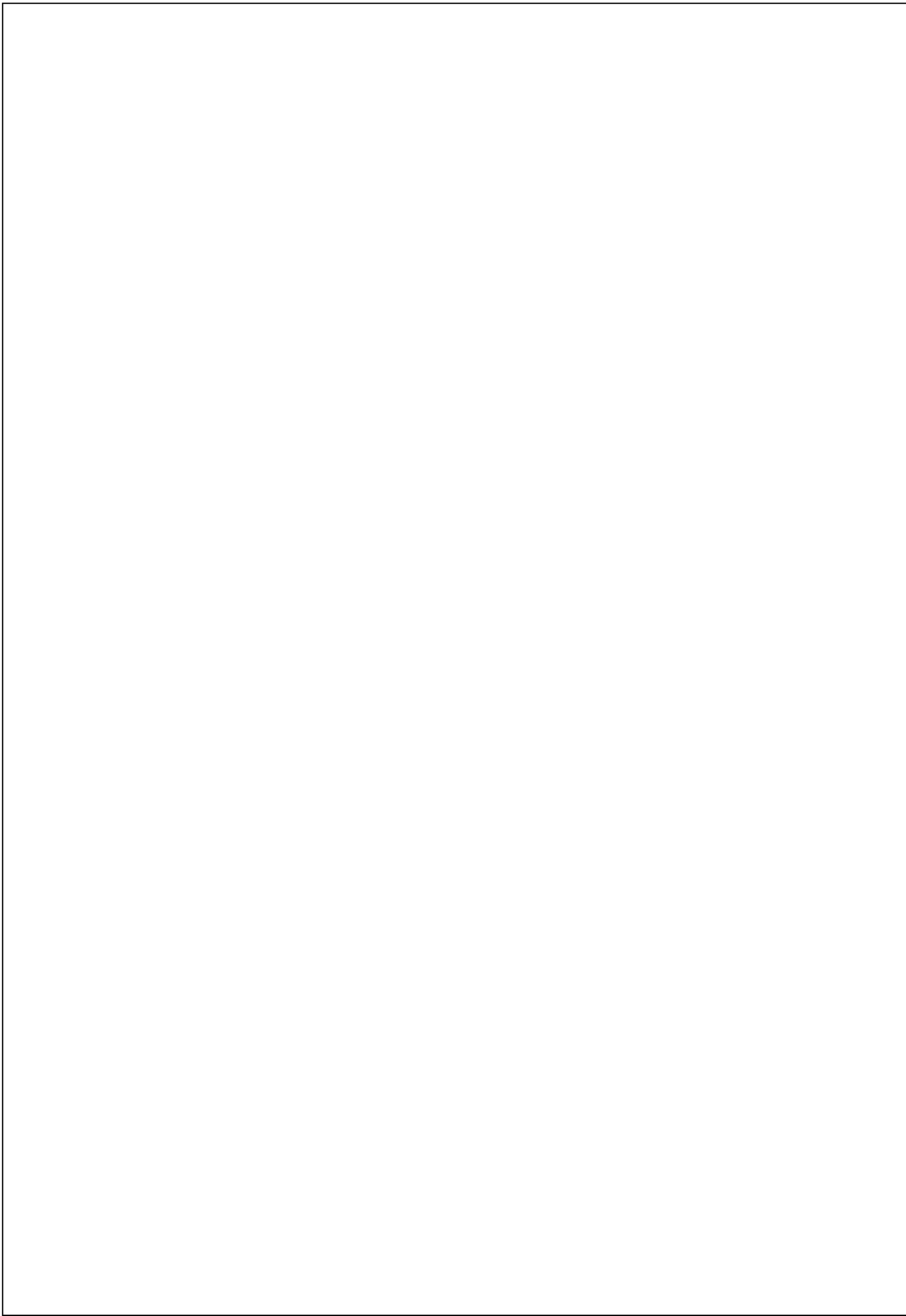
Head of the Department
(Dr. M. Nandhini)

1.....(Internal)

2.....(External)



EX NO.	DATE	TITLE OF THE PROGRAMME	PAGE NO.	SIGNATURE OF FACULTY
1	19:06:2019	1.ANALYSIS CASE STUDY ON SELLING AND MARKETING CONCEPT		
	26:06:2019	2.PERFORM THE SWOT AND PESTLE ANALYSIS		
2	09:07:2019	1.IDENTIFY THE PRODUCT MIX OF THE SELECTED COMPANY		
	30:07:2019	2.PREPARE MARKET SEGMENTATION FOR ANY COMPANY		
3	13:08:2019	1.ANALYSIS THE PRODUCT LIFE CYCLE		
	24:09:2019	2.ANALYSIS THE CASE STUDY ON BRANDING		
4	27:09:2019	ANALYSIS THE DISTRIBUTION AND PRICING STRATERGY USED BY THE SELECTED PRODUCT		
5	30:09:2019	1.ANALYSIS THE PROMOTION MIX USED BY THE SELECTED COMPANY		
	04:10:2019	2.ANALYSIS THE CASE STUDY ON SOCIAL MARKETING		





Rossini, Durga and Rohit were friends from college days and now they are doing different types of business. They regularly meet and discuss their business ideas and exchange notes on customer satisfaction marketing products, product designing, selling techniques, social concern etc..

In one of such meeting Rossini drew the attention of Durga and Rohit towards the exploitation of customer. She told that most of the sellers were exploiting the consumers in various ways and were not paying attention towards the social ethical and ecological aspects of marketing were as she was not doing so.

Durga told that they were under pressure to satisfy the consumer, but stated that the consumer would not buy or not buy enough unless they were additvately convinced and motivated for the sale.

Rohit stressed that a company cannot achieve its objectives without understanding the needs of the customer. It was the duty of the business man to keep consumer satisfaction in mind. The business is done by the resources made available to them by the society. In further stated that he himself was taking into consideration the needs of the customer.

Identify the various type of thinking among friends towards business.

Ex No: 1.1
19:06:2019

**ANALYSIS CASE STUDY ON SELLING AND
MARKETING CONCEPT**

Output:

Social marketing concept:

The main focus of this philosophy is on both the needs of the potential buyers.

Selling concept:

The main focus of this philosophy is on existing products.

Marketing concept:

The main focus of this philosophy is on customer needs.

RESULT:

Thus case study on selling and marketing concept was successfully verified.

CASESTUDY-2

Mohana ltd is a company dealing in distribution of medical equipment. The company recently imported 50000 units of sugar testing machines to test the sugar level without taking blood samples. For deciding the marketing strategy the CEO of the company call the meeting of the marketing heads of different zone. In marketing Sandeep the north zone marketing head suggested that since the machine was sophisticated they need to visit hospital personally. To explain its working to the hospital staff who would be using the machines. He also suggest that additional trained people may be recruited for the same

Evaluate another zone head said that since lot of money has been spent on import of machines. The company was sort of funds to pay the additional staff.

Rahul a newly appointed zone head south suggested that the size of the order is not large.

Identify the factors influencing the choice of channels of distribution.

Ex no:1.1

19:06:2019

**ANALYSIS CASE STUDY ON SELLING
AND MARKETING CONCEPT**

SOLUTION:

→Analysis

- Product related factors

- Market related factors

- Product related factors:

It has been mentioned that the machine was sophisticated.

- Market related factor:

It has been mentioned the size of the order is not large.

[Geographical concentration of potential buyers]

→Decision

Direct marketing – personal interview, online.

RESULT:

Thus the case study was analysed and it is defined.

SWOT ANALYSIS FOR HATSUN AGRO PRODUCT LTD.

Strength;

- Units handle 2 million liters of milk per day. Its unit have modern laborites compare equipped for an extensive quality.

Weakness;

- Online per capita availabilities of food grains
- Raising cost of animal fodder.

Opportunities;

- Demand of milk is likely the use continuously and there is sustainable growth potential
- Increase in population and use income levels will see shift in consumption

Threat;

- Gloomy global economic environmental the increase in price of petroleum products and he is creating cost of power.

Ex No: 1.2

24:06:2019

SWOT ANALYSIS AND PESTLE ANALYSIS

Aim:

To prepare and perform the SWOT and PEST analysis for any company products.

SWOT ANALYSIS

- SWOT analysis [Strength, Weakness, Opportunities and Threats analysis] is a frame work for identifying and analyzing the internal and external factors that can have an impact on the viability of project, product, place or prison.

- SWOT analysis is most commonly used by business entities, but it also used by nonprofit organization and to a lesser degree individuals for personal assessment. Additionally it can be used to assets initiatives products or projects.

- The framework is credited to about Humphrey, who used to approach in the 1960's and 1970's at the Stanford research institute.

Elements of SWOT analysis

As its name stated a SWOT analysis examines four elements.

Strength:- Internal attributes and resources that support a successful outcomes.

Weakness:- internal attributes and resources that works against a successful outcome.

Opportunities:- external factors that entity can capitalize on or use its advantages.

Threats:- external factors that could reparative the entity's success.

Hatsun AGRO BRAND ANALYSIS	
Parent	Company Hatsun AgriProduct Ltd
category	Food processing
Sector	Food& beverages
Tagline/slogan	
USP	Understands that its strength lies in consolidating its source diary farmed, development bond with farmers.

PESTLE Analysis:

A PESTLE analysis is used as a strategic tool to measure industry dynamics through recognition of the core political, economic, social, technological, legal and environmental Forces /changes having influence on the industry. Table two below presents a PESTLE analysis for the industry Nestlé are present with in and this information is then used to form a critical discussion for the future strategic options available to the firm.

Table Two: PESTLE analysis

The PESTLE analysis below identifies a number of forces, which have influence on industry dynamics. Of these forces, perhaps the most prominent are social forces, which relate to differences in consumer behaviour .As an international firm, Nestlé have to be able to ensure a level of adaptation, which is appropriate to different markets driven by different cultures and consumer preferences.

Political	Economic
<ul style="list-style-type: none"> ❖ Changing regulation Surrounding food standards and marketing actions. ❖ Government stability in new Emerging economies–question of risk as part of the internationalisation process. ❖ Changing global regulations – Standardised practice yet adaptation to different political forces. 	<ul style="list-style-type: none"> ❖ Awareness and knowledge of Changing inflation, economic growth rates and Income levels. ❖ Changing consumer budgets, Rise of the cost conscious consumers. ❖ Rising price of raw material Goods in relation to the need to source from sustainable suppliers.
Social <ul style="list-style-type: none"> ➔ Changing consumer attitudes –move towards healthier products inline with government initiativessupporting balance diets and the dangers of sugar. ➔ Changing lifestyle– return back to home looking and the promotion of Family time in a world of convenience. ➔ The need to adapt to Different cultural settings i.e. language, Religious beliefs and family settings. 	Technological <ul style="list-style-type: none"> ➔ Rise of social media, Consumers interacting with firms and being able to do so across arrange of platforms. ➔ Innovation fuelled by Technological developments. ➔ E-commerce as a Platform for Development.
LEGAL <ul style="list-style-type: none"> ➤ Changing nature of regulation 	ENVIRONMENT <ul style="list-style-type: none"> ➤ Increased attention directed towards corporate.

The following marketing objectives are proposed in relation to the firm's baby milk products:

1. To increase interaction with consumers using social media as a platform.
- 2 .To increase sales by 10% through a promotional campaign across an integrated set of marketing platforms.
3. To follow a relationship marketing campaign to increase interactions with consumers to enhance understanding of the consumer base.

CORPORATE OBJECTIVES:

- ❖ It is important that an alignment exists between corporate Objectives, brand image and firm activities.
- ❖ The overall corporate objective of Nestlé is to be one of the World's best and largest brands in the food industry.
- ❖ To break this down further, there is a need to apply individual Firm level marketing objectives to a specific brand within their portfolio.
- ❖ This section focuses upon the presentation of marketing Objectives and strategies for Nestlé's baby milk products.

MARKETING OBJECTIVES:

- ❖ Marketing objectives identify a target market and market need And apply this to the brands they are offering. With regard to the baby milk products
- ❖ Nestlé offers, one of their core marketing objectives should Relate to improving sales through the use of social media outlets.
- ❖ Aligned to the rise of relationship marketing and the need to Develop a deeper, emotional connection with consumers it is argued that one of the marketing objectives for increasing sales of this product needs to be related to understanding the consumer base.

RESULT:-

Thus SWOT and PESTLE analysis for a company is prepared and presented



Ex No: 2.1
9:07:2019

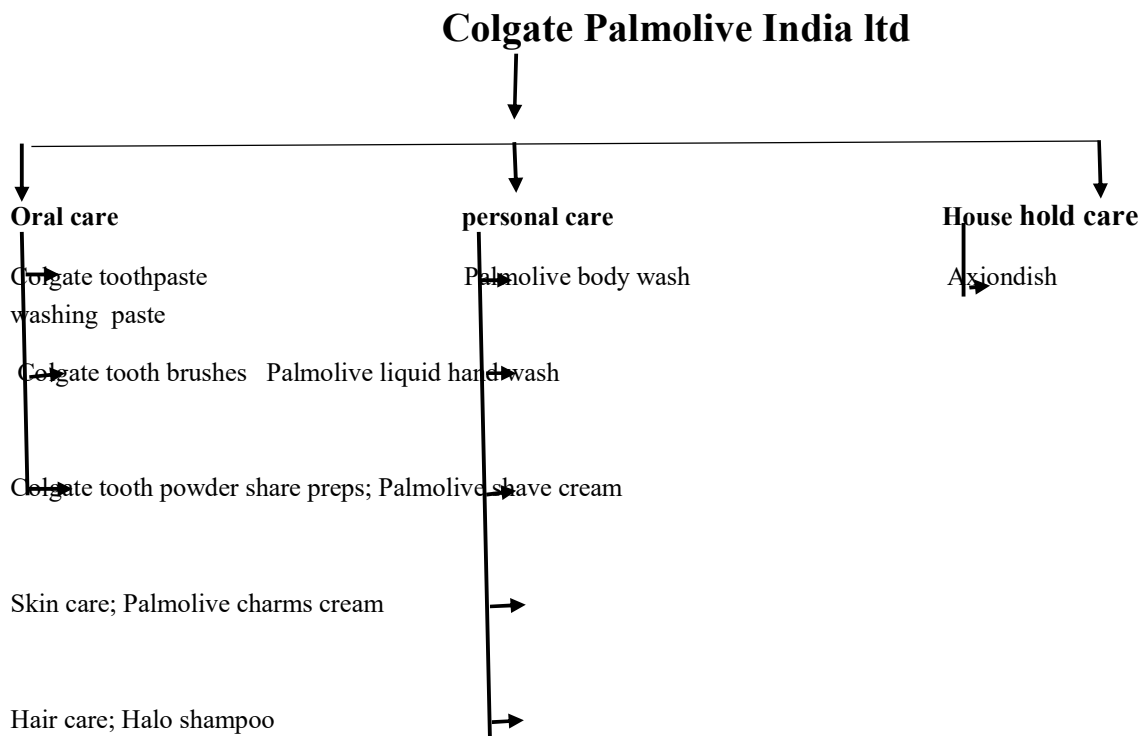
**IDENTIFY THE PRODUCT MIX OF THE
SELECTED COMPANY**

Aim:

To prepare and present development of the product mix of the Colgate company.

Procedure:

Product mix of Colgate





Oral care:

Colgate Dental cream
Colgate Active salt
Colgate Max fresh
Colgate Total
Colgate Visible white
Colgate Max
Colgate Sensitive pro-relief tooth brush
Colgate 360 tooth brush

Personal care:

Palmolive thermal spa
Palmolive aroma shower gel-relaxing
Palmolive natural liquid hand wash family
Palmolive natural moisturizing body wash and honey

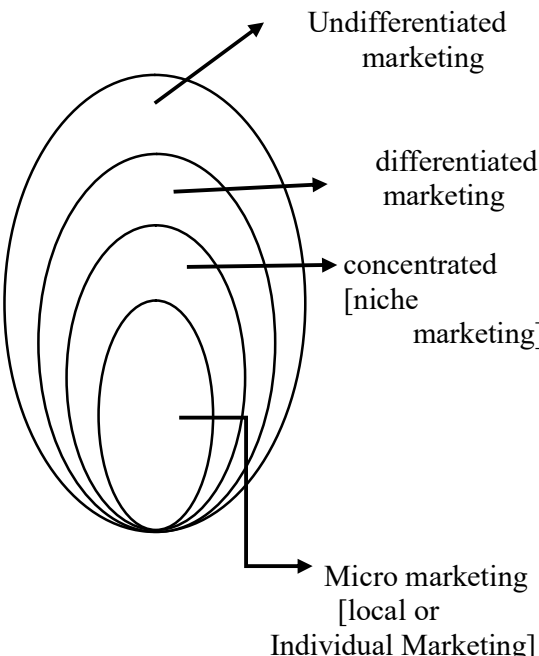
Professional oral care:

Colgate sensitive
Colgate sensitive pro-relief
Colgate gel
Colgate visible white

Result:

Thus the product mix of Colgate Company is presented

<p>Market segmentation for any FMCG products</p>	<p>Market segmentation</p> <p>It is the process that companies use to divide large heterogeneous market into small market that can be reached more effectively and effectively with products and services that match their unique needs.</p>
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<p>Requirements for effective segmentation:-</p> <p>To be useful a market segment must be;</p> <ul style="list-style-type: none"> •Measurable •Accessible •Sustainable •Differentiable •Actionable 	<p>Market targeting:</p>  <p>Undifferentiated marketing</p> <p>differentiated marketing</p> <p>concentrated [niche marketing]</p> <p>Micro marketing [local or Individual Marketing]</p>
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Ex No: 2.2

30:07:2019

MARKET SEGMENTATION

PREPARE MARKET SEGMENTATION FOR ANY COMPANY PRODUCT

Aim:

To prepare and present the development of market segmentation for any company product.

Market segmentation:-

Segmenting:

- Consumer markets
 - Business markets
 - International markets

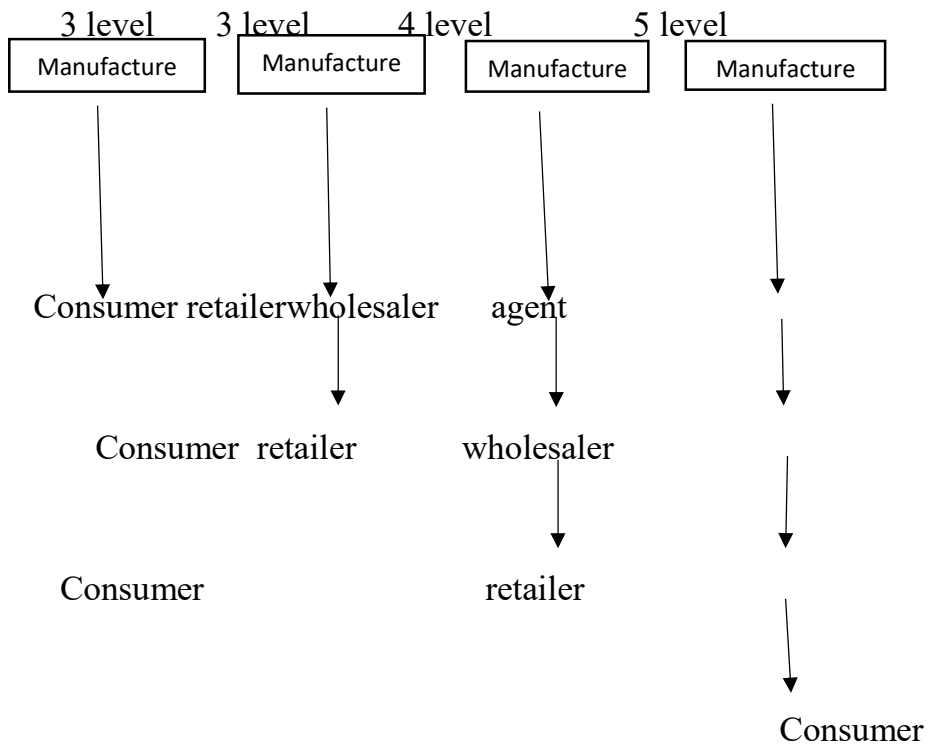
Segmenting consumer markets:

Marketers try different segmentation variables, alone and in combination, to find the best way to view the market structure

- Geographic segmentation
- Demographic segmentation
 - Psychological segmentation
 - Behavioral segmentation

Length of channel

Channel length=no of level in a distribution channel



Manufacturer → **Consumer**

- Direct selling
- No middle man required
- Simplest & shortest channel
- Fast &Economic
- Adopted by both small product's big firms.

Segmenting business market

Business buyers can be segmented by using many of the same variables as consumers

- Geographically
 - Demographically [industry, company, size]
 - Behaviorally [benefits, sought, user status, user rate, loyalty status]

Result:-

Thus market segmentation for FMCG product is prepared and presented.

Johnson's and Johnson's company profile

Johnson & Johnson is a holding company which engages in research and development manufacture and sales of the product in health care field.

It operates through following segments

Consumer

Pharmaceutical

Medical device

Shareholders:

Other institutional 36.90%

Mutual fund holders -33.28%

Individual shareholders -0.10%

Ex No: 3.1

13:08:2019

ANALYSIS OF THE PRODUCT LIFE CYCLE

Aim:

Product life cycle of the selected product of the selected company.

Procedure:

Introduction:

This stage where the product introduced to the market and the sales are slightly low.

Growth:

The phase where in the sales of the product increases monthly due to heavy promotions done for the brand and product.

Maturity:

The phase where in the product is well known with the customer and is doing well in market.

Decline:

The brand and product identify is on the decreasing slope and sales number face a decline.

- Johnson's baby powder is the product life cycle starts well back with the introduction in 1950's with the growth of the product among the people starting from 1962 with increasing profit.

- It attained maturity phase in the early 1970's.

Since then there is the look back for the product till early 2000's during when the product started declining in sales due to the entry of several other global brands in the save category in INDIA.



However there was only a slight decline and with the recovery of sales.

The product still prevails in the market and the hearts of the consumers with constants sales in the market.

Thus the product follows in a growth slump maturity pattern.

Result:

Thus the product life cycle is prepared and presented.

TVS MOTORS

PROFILE

Name of the organization - Vijay Lakshmi TVS

Name of the company - Vijay Lakshmi TVS

Gokul road,
Hugli

Year of establishment - 2003

Brand of directors -Manjuanth [hurkadi] Chairman

Business growth:

The two wheelers being a major part of the industry are growing strongly with the growth of INDIA.

Group profile:

TVS Motor Company

- 3 manufacturing units

- One vehicle rolled-out every 10 second PT TVS Motor company-Indonesia

- 1.5 lakhs vehicle capacity

- In house designed Sundram-Clayton

- Three manufacturing units

- 8 ware houses in USA and Europe TVS

- Three manufacturing units

Case study

A case study analysis requires you to investigate a business problem, examine the alternate solution and purpose the most effective solution using supporting evidence.

- The case involves the issues of patent infringement by the defendant and damages for the same. But the threats issued by the defendant for the same case. The case was filed before the Madras High Court in 2007.

- The plaintiffs in [Bajaj Auto Ltd], along with the state of Maharashtra alleged defendants [TVS Motor Company Ltd] of infringement of patent of the plain fills, which concerns the invention of the technology of improved internal combustion engine the remedy sought by the plain fills in that of permanent injunction for prohibiting the defendants from;

1. Using the technology or invention described in the patents of the plain fills.

2. Preventing them from marketing selling offerings for sale or exporting 2/3 wheelers [including the proposed 25cc TVS FLAME Motor Cycle] that contain the disputed combustion engine or product that infringes the patent. They also claim damages from infringement of patent.

3. The suit was pending meanwhile the plain fills brought application before the same court seeking temporary injunction against the defendant for the same relief, which was sought in the suit for the permanent injunction. The application was filed for preventing the infringement of the patent till the pendency of the suit.

4. The suit was pending before the court. Meanwhile the defendant filed an application for preventing the defendants, till the suit is pending, from issuing threats and thereby interfering the launch of their product.

BAJAJ MOTOTS

COMPANY PROFILE

Founder	- Jamnalal Bajaj
Year of establishment	-1926
Industry	- Automotive –two & three wheelers
Business group	- The Bajaj group
Listing & its codes	- BSE-code: 500490 NSE-code: BAJAJ AUTO
Presence	-Distribution network covers 50 countries.
Dominant presence in Sri lanka,	Bangladesh, Columbia, Guatemala, Peru, Egypt, Iran and Indonesia.
Joint venture	-Kawasaki heavy industry of Japan
Registered & Head office	- Akundi Pune-411035 INDIA
	Tel:-(91)-(20)-27472851
	Fax:-(91)-(20)-27473398
Work	-Akundi Pune 411035 Bajaj nagar, Waluj Aurangabad 431136 Chakan industrial area, Chakan Pune-411501.

Brief facts of the case:

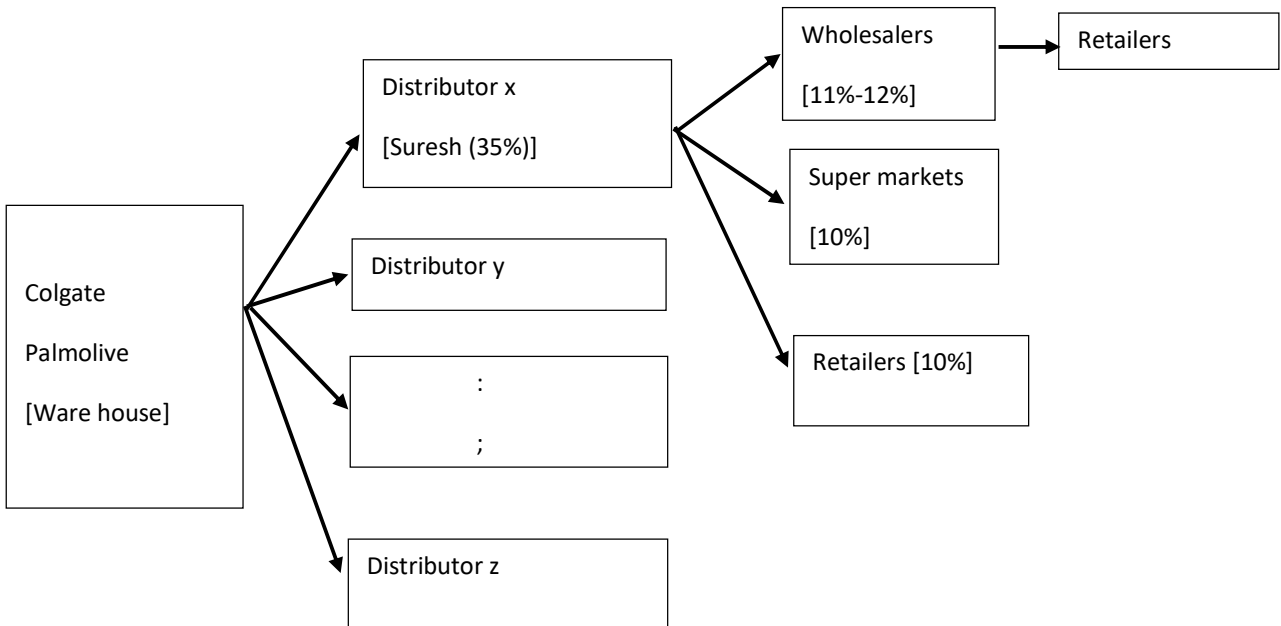
The facts of the case go throughout the various stages Bajaj patent. Bajaj auto ltd [the applicant] claimed that it was granted patent title “An improved internal combustion engine working on four stroke principle” with a priority date of 16thjuly2002. The patent was granted on 7thjuly2005.

- Small displacement engine as reflected by a cylinder core diameter between 45mm and 70mm.
- Combustion of lean air fuel mixtures at predetermined instant.
- TVS files suit under the section 105 and 106 of the patent act 1970, In October 2007, the respondent filed the suit before the Madras high court”, alleging that the statements made by the applicant constituted a groundless threats.
- They learnt that the respondent has also filed a suit for defamation against the applicant in the Bombay.

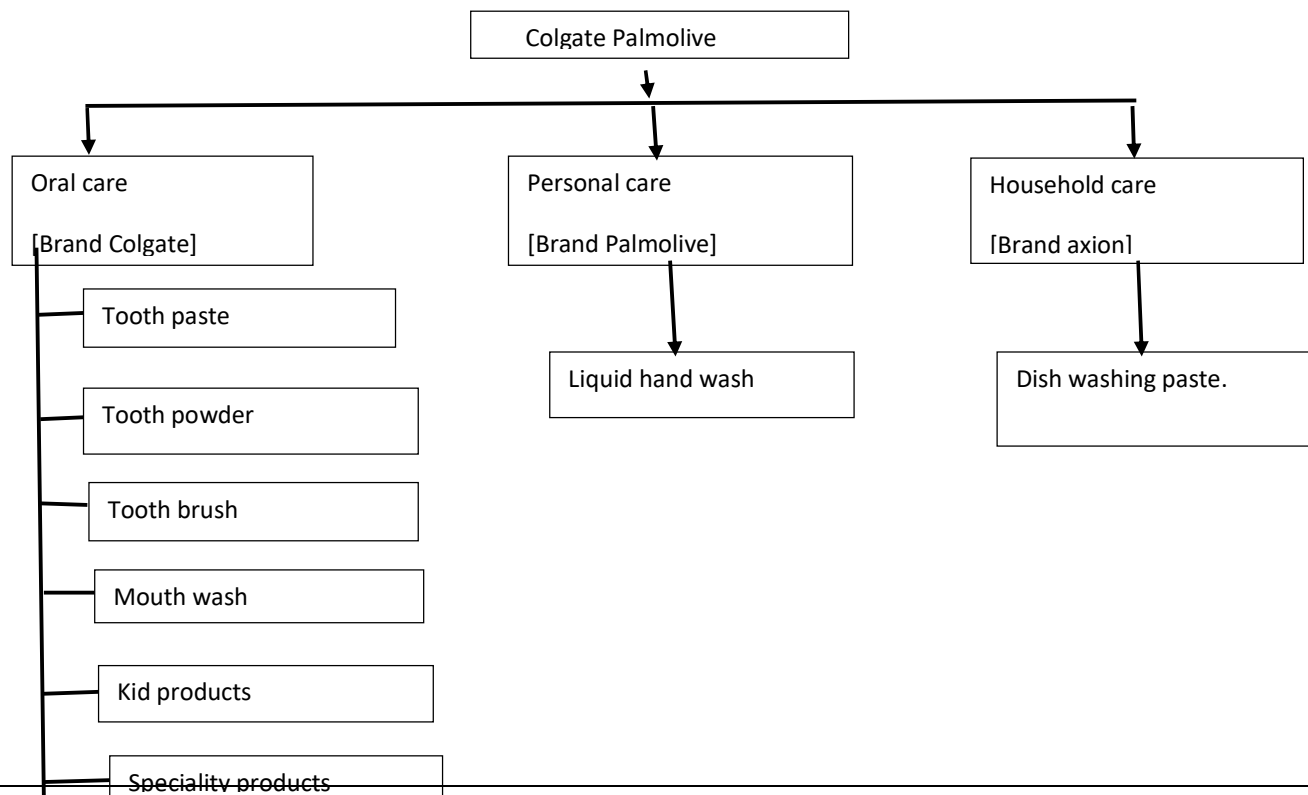
Result:

Thus case study on branding is prepared.

Order of sales hierarchy, distribution and margins



Colgate: product groups



Ex No: 4
27:09:2019

**ANALYSIS THE DISTRIBUTION AND PRICING
STRATEGY USED FOR THE SELECTED
PRODUCT**

Aim:

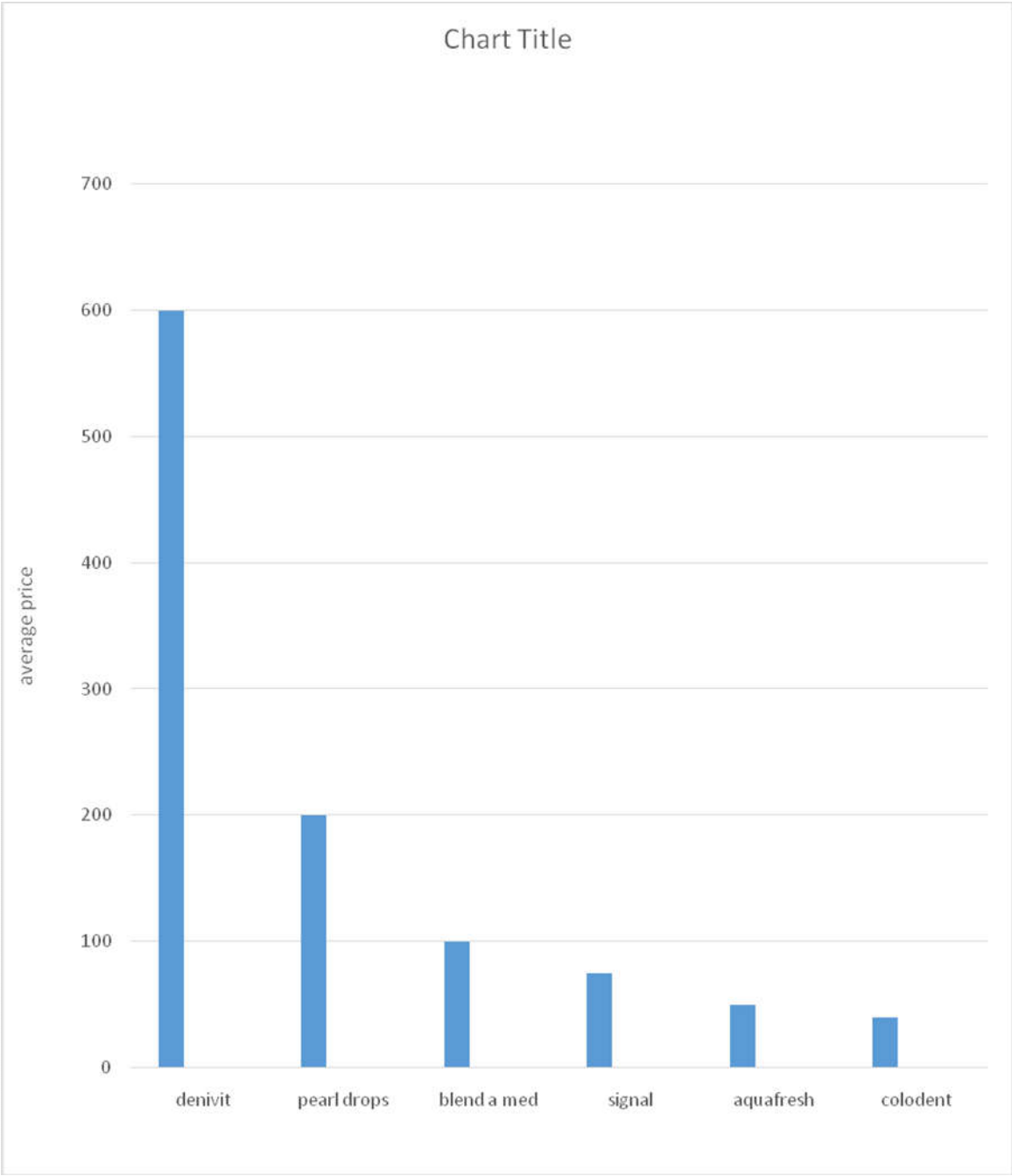
To analysis the distribution and pricing strategy used by the Colgate toothpaste company.

Methodology of the pricing strategy analysis of the toothpaste:-

In this paper the prices of 122 toothpastes[14 brands] available on polish cosmetics market were analyzed in hyper market [Auchan, Carrefour, Kaufland, real, servos, Tesco] ion 2001 in Poznan in the period between august 15 and September 15 analyzed products came from 8 main procedures; proctor & gamble [blend-a-med], Colgate-Palmolive[Colgate, Culloden], Unilever [signal], Henkel [Vedemecum, davit], GlaxoSmithKline [agro fresh, Paradontox, Sensodyne], gulch& Dwight [pearls drops] and DR. Thesis Naturwaren[Lacalut].

During analysis all researched toothpaste were divided into 8 categories depending on their application.

- refreshing
 - whitening
 - herbal
 - desensitizing
 - antiquaries
 - multi care
 - gums protecting
 - intended for children



Discussion:

- price is a value that will purchase a definite quality, weight or other measures of a good or services.

- As a consideration given in exchanges for transfer of ownership, price forms the essential basis of commercial transactions.

- It may be fixed by a contract, let to be determined by an agreed upon the formula at a future data, or discovered or negotiated during the course of dealing between the parties involved.

- In commerce, price is determined when

- A buyer is willing to pay

- seller is willing to accept

- the competition is allowing to be charged

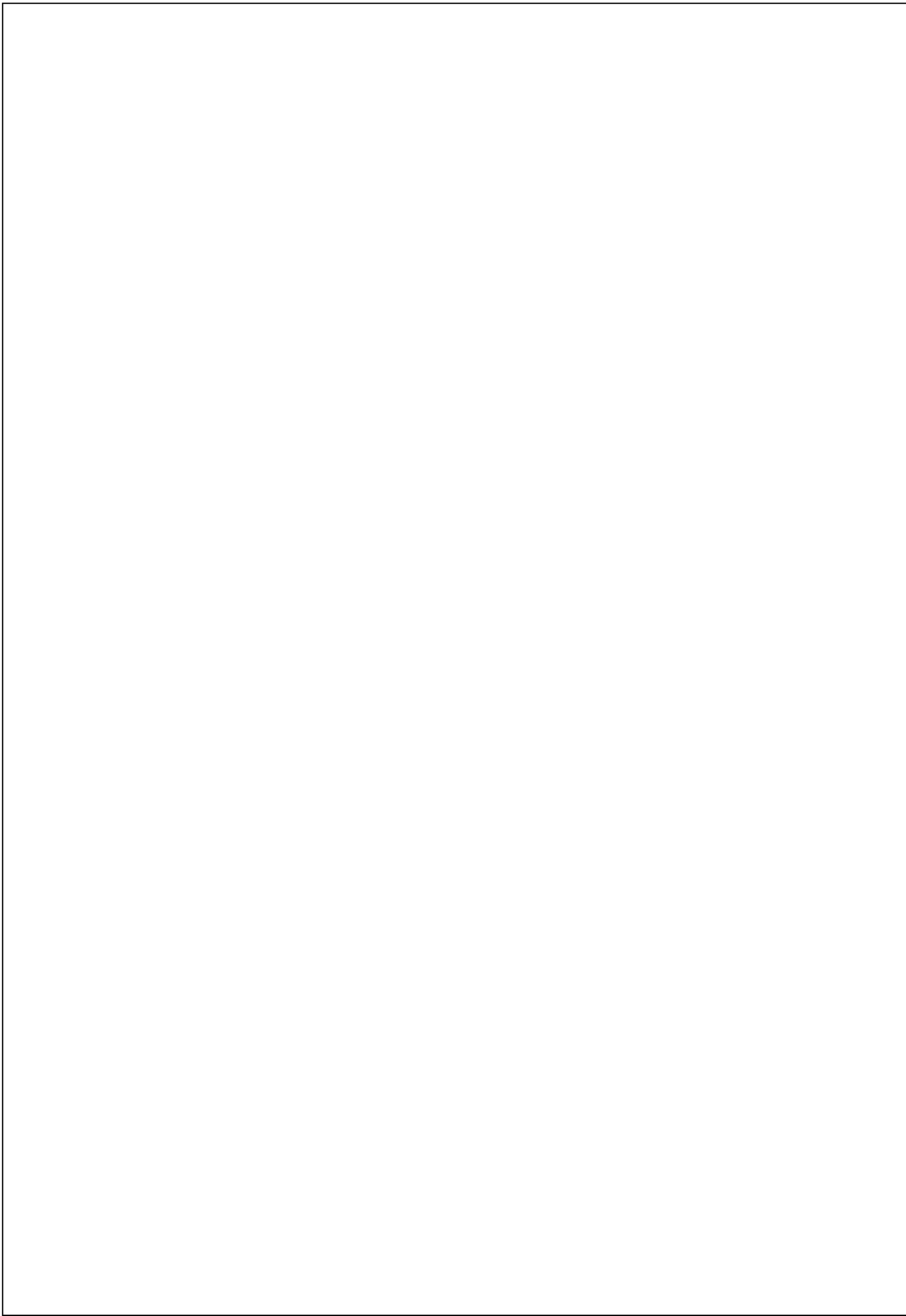
- pricing strategies play a very important role in each organization's strategy.

- a process of establishing a pricing strategy consists both of economic and noneconomic process condition.

- related product pricing means that a product's price is low itself but the organization makes its profit by after sale services, example: renewing the ink cartridges.

- Psychological pricing is designed to have a positive psychological impact. For examples: selling a product at PLN 3.99, rather than PLN 4.00.

Related product pricing means that a product's price is low itself but the organization makes its profit by after sale services, Example: renewing the link cartridges.



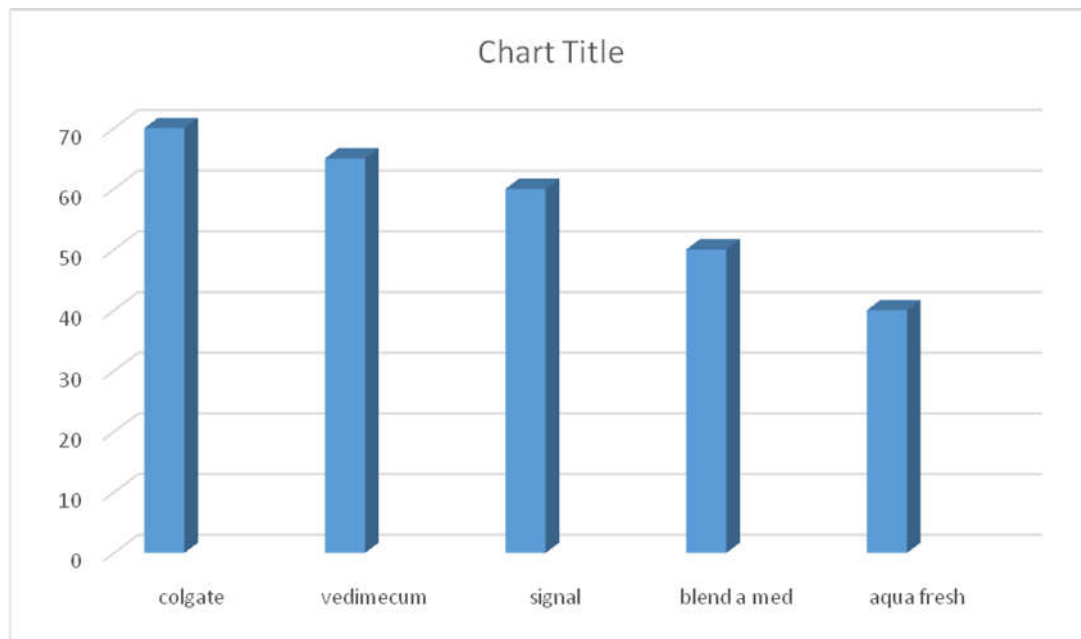


FIG: 1 average price of refreshing toothpaste available on polish cosmetics market.

- The price differentiated a lot, then pearls drops and last group consists of toothpastes of a regular price 39-1000 PLN/liters.

Result:

Thus the pricing and distribution strategy of Colgate Company is prepared.

Producer marketing activities

[Personal selling, trade

Promotion, other]

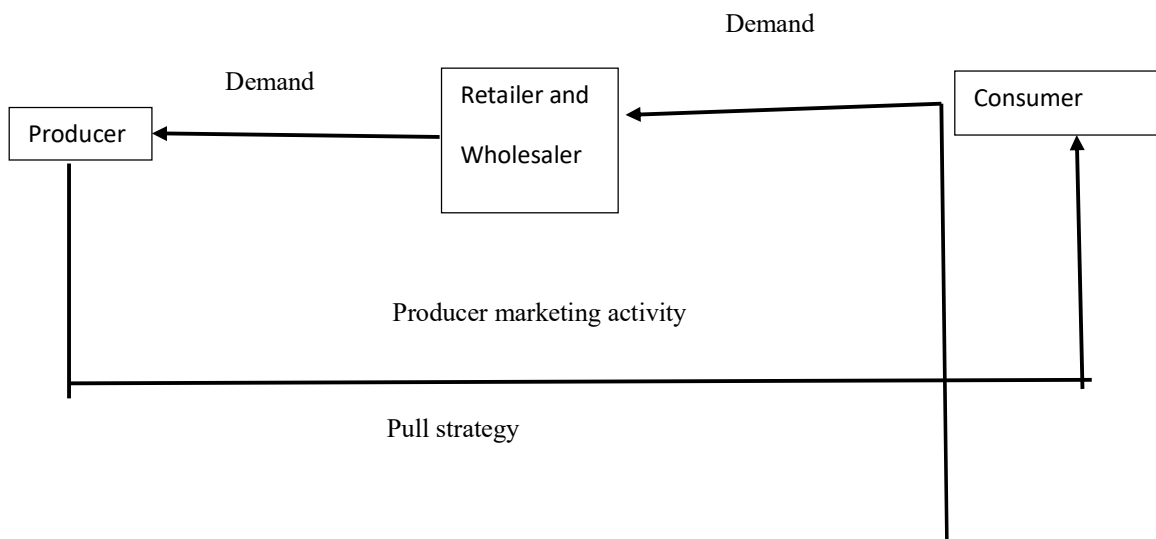
reseller marketing activities

[Personal selling, advertising,

sales promotion, others]



In a push strategy the company [pushes] the product to resellers, who in turn [push] it's to consumers



In a pull strategy, the company promotes directly to final consumer creating a demand vacuum that "pulls" the product through the channel. Most companies use some combination of push and pull.

Ex No: 5.1

30:09:2019

**ANALYSIS THE PROMOTION MIX USED BY
SELECTED COMPANY [COLGATE].**

Aim:

To analysis the promotion mix used by the Colgate company.

Promotion mix and strategies:

As seen in the graphic above, the promotion mix includes the following promotion tools.

- Advertising
- Personal selling
- Sales promotion
- Public relations
- Direct marketing

Advertising:

•One of the most advantages promotion mix includes a firm can use is advertising.

•It can be used to reach a large range of potential consumers at a relatively low cost.

•Advertising, messages, such as television, commercials are usually repeated many times, exposing consumers to repeat viewing of the promotion.

•We applied this promotion tool to our market planning assignment by planning to use television commercials, bill board, and other forms of advertising to promote the I phone K.

Personal selling:

•The personal selling tool is extremely effective because it involves interaction between two or more people.

Promotion mix

- Advertising
- Personal selling
- Sales promotion
- Public relations
- Direct marketing

- This gives a sales promotion the chance to communicate and highlight aspects uses to release new and updated version of products.

Direct marketing:

All forms of this promotion tool share the following characteristics.

- Less public
 - Immediate
 - Customized
 - Interactive
- The purpose of this marketing is to create highly tailored message with the goal of building strong customer relationship.

Personal selling:

- The personal selling tool is extremely effective because it involves interaction between two or more people.
- It also gives the customer the chance to receive immediate answer to any question the may have regarding the product or services.

Sales promotion:

- Coupons, contests, discounts and premium are the forms of sales promotion
- These promotion give strong incentive for consumer to purchase products and services because it increases their received value.

Trade fair and exhibitions:

- Advertising
 - Sponsorship
 - Online promotions



Role of promotions:

- To communicate with individuals, groups or organization directly or indirectly
- Facilitate exchanges by informing and persuading one or more audiences to accept an organization's product.
- Communicate with their customer

Design communication to your specific target audience.

Objective of the study:

- To identify the promotion tools used in ELITE super market.
- To measure the influence of promotion mix
- To assess the responses of the consumers towards the promotional strategies
- To suggest measures for promoting sales
- To identify the consumer preference
- To help in developing promotional plans of the company.

Result:

Thus the promotion mix of the Colgate Company is prepared.

Understand various issues and challenges in social marketing

Study the social marketing campaigns launched by TOL and analyze whether TOL was

Successful in achieving the objectives of its campaigns.

Understand the role of cause- related marketing in exchanging brand image.

Explore ways to make the teach INDIA initiative could be made sustainable.

Ex No: 5.2

04:10:2019

ANALYSIS THE CASE STUDY ON SOCIAL MARKETING

SOCIAL MARKETING

This case is about the times of India's [TOI] social marketing initiatives. Though TOI was one of the largest circulated newspapers in the world. It was criticized for promoting yellow journalism. In order to build its brand image, TOI adopted social marketing strategy and projected itself as an agent of social change by launching or services of social campaigns highlighting social issues one of them was 'Teach India'

According to the feedback received from the "led India" campaign, India would not be able to lead unless its populace was literate and that the teach India campaign was launched. The first phase invited citizen of the country to volunteer with a nongovernment organization [NGO] in their locality and spend two hours a week teaching under privileged children. The second phase which started at the end of 2008, selected students from top educational institutes all over the country who were willing to decide two years to teaching the unprivileged.

RESULT:

Thus the case study on social marketing is successfully verified.



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DEPARTMENT OF MANAGEMENT(UG)

II BBA

PRACTICAL-PRINCIPLES OF MARKETING

SubjectCode:18BAU301

PracticalExamination-October2019

Name :.....

Register Number :.....

Batch :.....



CERTIFICATE

Register Number :

This is to certify that this is a bona fide record of work done by of
IIBBA during the year 2019 for the Practical Examination on Principles of Marketing held
on at Karpagam Academy of Higher Education, Coimbatore-641021.

Staff In-charge
(Dr. Ebenezer Paul Rajan T.Y)
Examiners

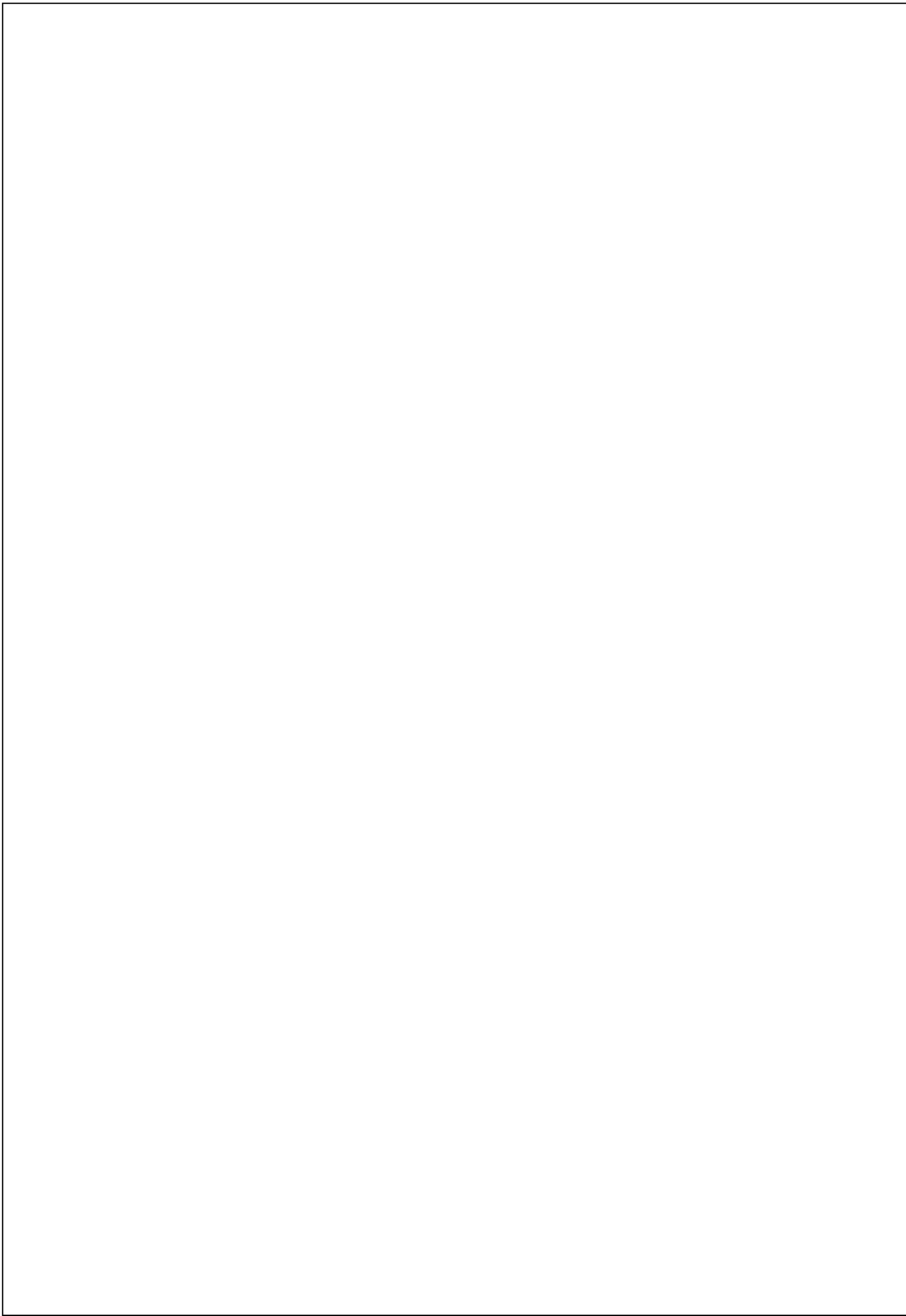
Head of the Department
(Dr. M. Nandhini)

1.....(Internal)

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EX NO.	DATE	TITLE OF THE PROGRAMME	PAGE NO.	SIGNATURE OF FACULTY
1	19:06:2019	1.ANALYSIS CASE STUDY ON SELLING AND MARKETING CONCEPT		
	26:06:2019	2.PERFORM THE SWOT AND PESTLE ANALYSIS		
2	09:07:2019	1.IDENTIFY THE PRODUCT MIX OF THE SELECTED COMPANY		
	30:07:2019	2.PREPARE MARKET SEGMENTATION FOR ANY COMPANY		
3	13:08:2019	1.ANALYSIS THE PRODUCT LIFE CYCLE		
	24:09:2019	2.ANALYSIS THE CASE STUDY ON BRANDING		
4	27:09:2019	ANALYSIS THE DISTRIBUTION AND PRICING STRATERGY USED BY THE SELECTED PRODUCT		
5	30:09:2019	1.ANALYSIS THE PROMOTION MIX USED BY THE SELECTED COMPANY		
	04:10:2019	2.ANALYSIS THE CASE STUDY ON SOCIAL MARKETING		





Rossini, Durga and Rohit were friends from college days and now they are doing different types of business. They regularly meet and discuss their business ideas and exchange notes on customer satisfaction marketing products, product designing, selling techniques, social concern etc..

In one of such meeting Rossini drew the attention of Durga and Rohit towards the exploitation of customer. She told that most of the sellers were exploiting the consumers in various ways and were not paying attention towards the social ethical and ecological aspects of marketing were as she was not doing so.

Durga told that they were under pressure to satisfy the consumer, but stated that the consumer would not buy or not buy enough unless they were additvately convinced and motivated for the sale.

Rohit stressed that a company cannot achieve its objectives without understanding the needs of the customer. It was the duty of the business man to keep consumer satisfaction in mind. The business is done by the resources made available to them by the society. In further stated that he himself was taking into consideration the needs of the customer.

Identify the various type of thinking among friends towards business.

Ex No: 1.1
19:06:2019

**ANALYSIS CASE STUDY ON SELLING AND
MARKETING CONCEPT**

Output:

Social marketing concept:

The main focus of this philosophy is on both the needs of the potential buyers.

Selling concept:

The main focus of this philosophy is on existing products.

Marketing concept:

The main focus of this philosophy is on customer needs.

RESULT:

Thus case study on selling and marketing concept was successfully verified.

CASESTUDY-2

Mohana ltd is a company dealing in distribution of medical equipment. The company recently imported 50000 units of sugar testing machines to test the sugar level without taking blood samples. For deciding the marketing strategy the CEO of the company call the meeting of the marketing heads of different zone. In marketing Sandeep the north zone marketing head suggested that since the machine was sophisticated they need to visit hospital personally. To explain its working to the hospital staff who would be using the machines. He also suggest that additional trained people may be recruited for the same

Evaluate another zone head said that since lot of money has been spent on import of machines. The company was sort of funds to pay the additional staff.

Rahul a newly appointed zone head south suggested that the size of the order is not large.

Identify the factors influencing the choice of channels of distribution.

Ex no:1.1

19:06:2019

**ANALYSIS CASE STUDY ON SELLING
AND MARKETING CONCEPT**

SOLUTION:

→Analysis

- Product related factors

- Market related factors

- Product related factors:

It has been mentioned that the machine was sophisticated.

- Market related factor:

It has been mentioned the size of the order is not large.

[Geographical concentration of potential buyers]

→Decision

Direct marketing – personal interview, online.

RESULT:

Thus the case study was analysed and it is defined.

SWOT ANALYSIS FOR HATSUN AGRO PRODUCT LTD.

Strength;

- Units handle 2 million liters of milk per day. Its unit have modern laborites compare equipped for an extensive quality.

Weakness;

- Online per capita availabilities of food grains
- Raising cost of animal fodder.

Opportunities;

- Demand of milk is likely the use continuously and there is sustainable growth potential
- Increase in population and use income levels will see shift in consumption

Threat;

- Gloomy global economic environmental the increase in price of petroleum products and he is creating cost of power.

Ex No: 1.2

24:06:2019

SWOT ANALYSIS AND PESTLE ANALYSIS

Aim:

To prepare and perform the SWOT and PEST analysis for any company products.

SWOT ANALYSIS

- SWOT analysis [Strength, Weakness, Opportunities and Threats analysis] is a frame work for identifying and analyzing the internal and external factors that can have an impact on the viability of project, product, place or prison.

- SWOT analysis is most commonly used by business entities, but it also used by nonprofit organization and to a lesser degree individuals for personal assessment. Additionally it can be used to assets initiatives products or projects.

- The framework is credited to about Humphrey, who used to approach in the 1960's and 1970's at the Stanford research institute.

Elements of SWOT analysis

As its name stated a SWOT analysis examines four elements.

Strength:- Internal attributes and resources that support a successful outcomes.

Weakness:- internal attributes and resources that works against a successful outcome.

Opportunities:- external factors that entity can capitalize on or use its advantages.

Threats:- external factors that could reparative the entity's success.

Hatsun AGRO BRAND ANALYSIS	
Parent	Company Hatsun AgriProduct Ltd
category	Food processing
Sector	Food& beverages
Tagline/slogan	
USP	Understands that its strength lies in consolidating its source diary farmed, development bond with farmers.

PESTLE Analysis:

A PESTLE analysis is used as a strategic tool to measure industry dynamics through recognition of the core political, economic, social, technological, legal and environmental Forces /changes having influence on the industry. Table two below presents a PESTLE analysis for the industry Nestlé are present with in and this information is then used to form a critical discussion for the future strategic options available to the firm.

Table Two: PESTLE analysis

The PESTLE analysis below identifies a number of forces, which have influence on industry dynamics. Of these forces, perhaps the most prominent are social forces, which relate to differences in consumer behaviour .As an international firm, Nestlé have to be able to ensure a level of adaptation, which is appropriate to different markets driven by different cultures and consumer preferences.

Political	Economic
<ul style="list-style-type: none"> ❖ Changing regulation Surrounding food standards and marketing actions. ❖ Government stability in new Emerging economies–question of risk as part of the internationalisation process. ❖ Changing global regulations – Standardised practice yet adaptation to different political forces. 	<ul style="list-style-type: none"> ❖ Awareness and knowledge of Changing inflation, economic growth rates and Income levels. ❖ Changing consumer budgets, Rise of the cost conscious consumers. ❖ Rising price of raw material Goods in relation to the need to source from sustainable suppliers.
Social <ul style="list-style-type: none"> ➔ Changing consumer attitudes –move towards healthier products inline with government initiativessupporting balance diets and the dangers of sugar. ➔ Changing lifestyle– return back to home looking and the promotion of Family time in a world of convenience. ➔ The need to adapt to Different cultural settings i.e. language, Religious beliefs and family settings. 	Technological <ul style="list-style-type: none"> ➔ Rise of social media, Consumers interacting with firms and being able to do so across arrange of platforms. ➔ Innovation fuelled by Technological developments. ➔ E-commerce as a Platform for Development.
LEGAL <ul style="list-style-type: none"> ➤ Changing nature of regulation 	ENVIRONMENT <ul style="list-style-type: none"> ➤ Increased attention directed towards corporate.

The following marketing objectives are proposed in relation to the firm's baby milk products:

1. To increase interaction with consumers using social media as a platform.
- 2 .To increase sales by 10% through a promotional campaign across an integrated set of marketing platforms.
3. To follow a relationship marketing campaign to increase interactions with consumers to enhance understanding of the consumer base.

CORPORATE OBJECTIVES:

- ❖ It is important that an alignment exists between corporate Objectives, brand image and firm activities.
- ❖ The overall corporate objective of Nestlé is to be one of the World's best and largest brands in the food industry.
- ❖ To break this down further, there is a need to apply individual Firm level marketing objectives to a specific brand within their portfolio.
- ❖ This section focuses upon the presentation of marketing Objectives and strategies for Nestlé's baby milk products.

MARKETING OBJECTIVES:

- ❖ Marketing objectives identify a target market and market need And apply this to the brands they are offering. With regard to the baby milk products
- ❖ Nestlé offers, one of their core marketing objectives should Relate to improving sales through the use of social media outlets.
- ❖ Aligned to the rise of relationship marketing and the need to Develop a deeper, emotional connection with consumers it is argued that one of the marketing objectives for increasing sales of this product needs to be related to understanding the consumer base.

RESULT:-

Thus SWOT and PESTLE analysis for a company is prepared and presented



Ex No: 2.1
9:07:2019

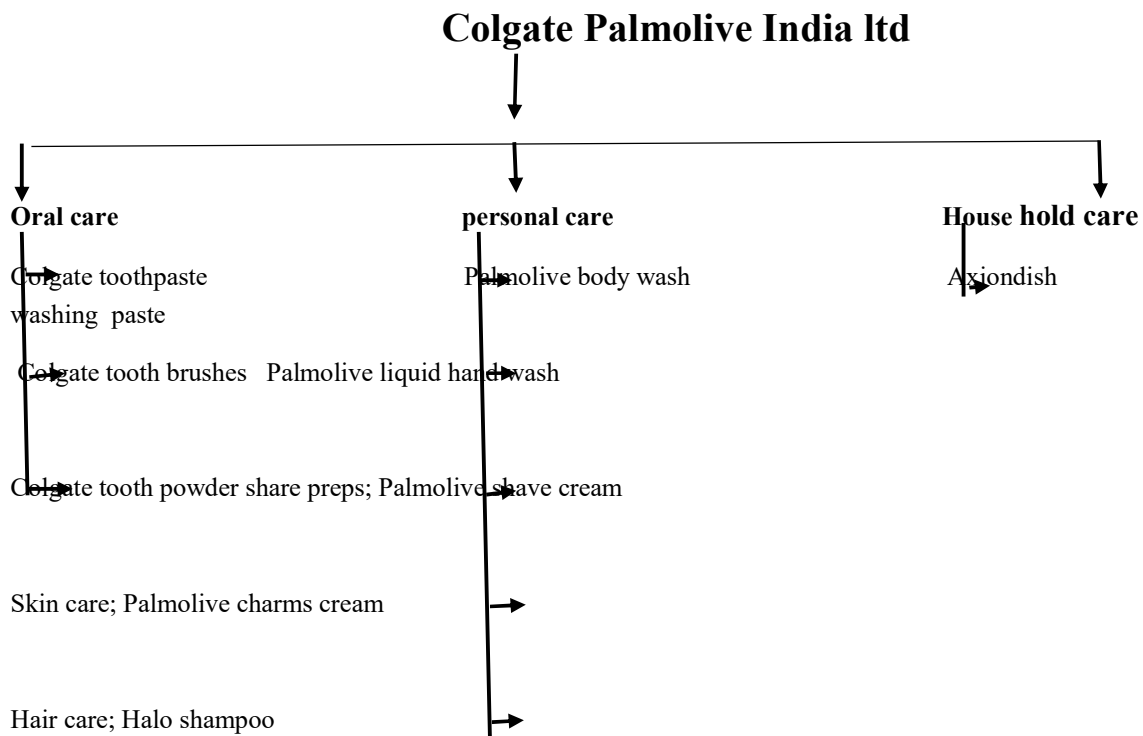
IDENTIFY THE PRODUCT MIX OF THE SELECTED COMPANY

Aim:

To prepare and present development of the product mix of the Colgate company.

Procedure:

Product mix of Colgate





Oral care:

Colgate Dental cream

Colgate Active salt

Colgate Max fresh

Colgate Total

Colgate Visible white

Colgate Max

Colgate Sensitive pro-relief tooth brush

Colgate 360 tooth brush

Personal care:

Palmolive thermal spa

Palmolive aroma shower gel-relaxing

Palmolive natural liquid hand wash family

Palmolive natural moisturizing body wash and honey

Professional oral care:

Colgate sensitive

Colgate sensitive pro-relief

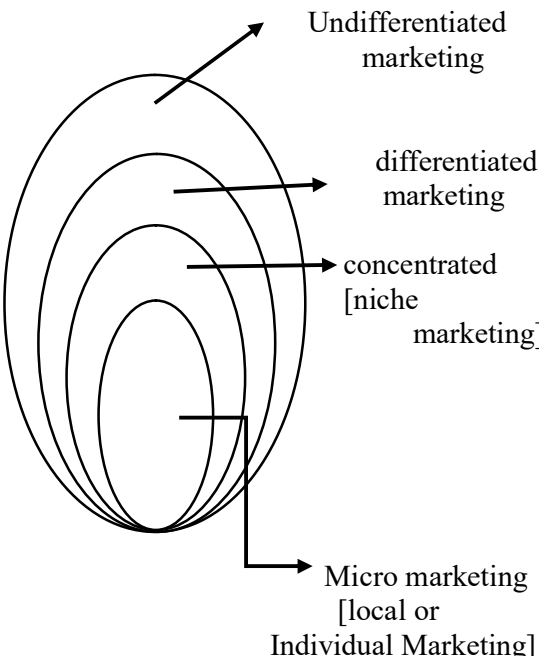
Colgate gel

Colgate visible white

Result:

Thus the product mix of Colgate Company is presented

<p>Market segmentation for any FMCG products</p>	<p>Market segmentation</p> <p>It is the process that companies use to divide large heterogeneous market into small market that can be reached more effectively and effectively with products and services that match their unique needs.</p>
--	---

<p>Requirements for effective segmentation:- To be useful a market segment must be;</p> <ul style="list-style-type: none"> •Measurable •Accessible •Sustainable •Differentiable •Actionable 	<p>Market targeting:</p>  <p>Undifferentiated marketing</p> <p>differentiated marketing</p> <p>concentrated [niche marketing]</p> <p>Micro marketing [local or Individual Marketing]</p>
---	---

Ex No: 2.2

30:07:2019

MARKET SEGMENTATION

PREPARE MARKET SEGMENTATION FOR ANY COMPANY PRODUCT

Aim:

To prepare and present the development of market segmentation for any company product.

Market segmentation:-

Segmenting:

- Consumer markets
 - Business markets
 - International markets

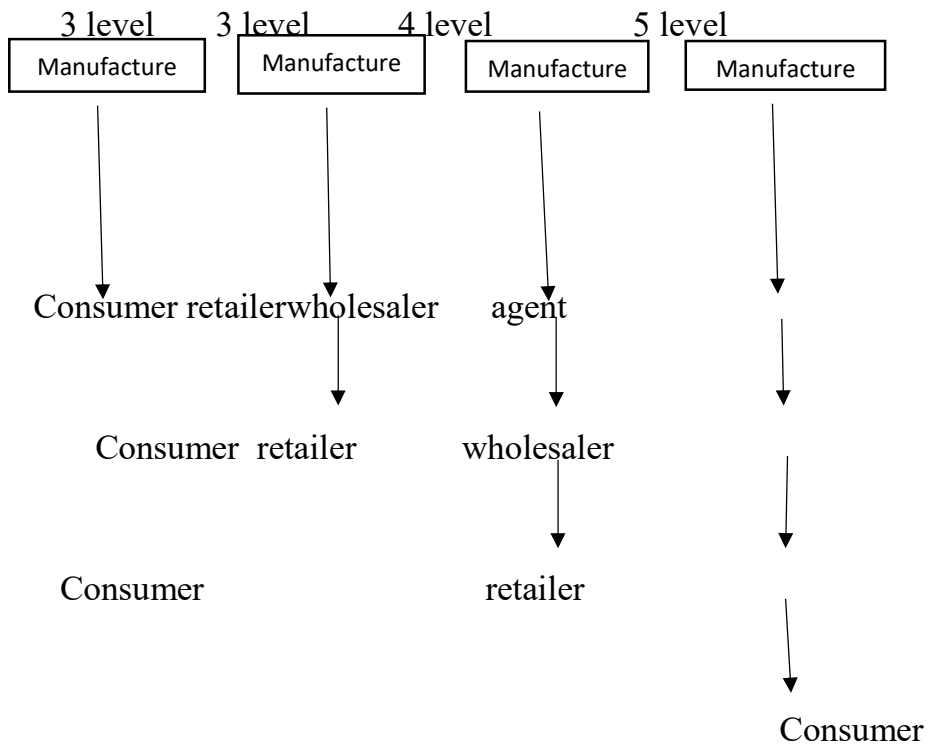
Segmenting consumer markets:

Marketers try different segmentation variables, alone and in combination, to find the best way to view the market structure

- Geographic segmentation
- Demographic segmentation
 - Psychological segmentation
 - Behavioral segmentation

Length of channel

Channel length=no of level in a distribution channel



Manufacturer → **Consumer**

- Direct selling
- No middle man required
- Simplest & shortest channel
- Fast &Economic
- Adopted by both small product's big firms.

Segmenting business market

Business buyers can be segmented by using many of the same variables as consumers

- Geographically
 - Demographically [industry, company, size]
 - Behaviorally [benefits, sought, user status, user rate, loyalty status]

Result:-

Thus market segmentation for FMCG product is prepared and presented.

Johnson's and Johnson's company profile

Johnson & Johnson is a holding company which engages in research and development manufacture and sales of the product in health care field.

It operates through following segments

Consumer

Pharmaceutical

Medical device

Shareholders:

Other institutional 36.90%

Mutual fund holders -33.28%

Individual shareholders -0.10%

Ex No: 3.1

13:08:2019

ANALYSIS OF THE PRODUCT LIFE CYCLE

Aim:

Product life cycle of the selected product of the selected company.

Procedure:

Introduction:

This stage where the product introduced to the market and the sales are slightly low.

Growth:

The phase where in the sales of the product increases monthly due to heavy promotions done for the brand and product.

Maturity:

The phase where in the product is well known with the customer and is doing well in market.

Decline:

The brand and product identify is on the decreasing slope and sales number face a decline.

- Johnson's baby powder is the product life cycle starts well back with the introduction in 1950's with the growth of the product among the people starting from 1962 with increasing profit.

- It attained maturity phase in the early 1970's.

Since then there is the look back for the product till early 2000's during when the product started declining in sales due to the entry of several other global brands in the save category in INDIA.



However there was only a slight decline and with the recovery of sales.

The product still prevails in the market and the hearts of the consumers with constants sales in the market.

Thus the product follows in a growth slump maturity pattern.

Result:

Thus the product life cycle is prepared and presented.

TVS MOTORS

PROFILE

Name of the organization - Vijay Lakshmi TVS

Name of the company - Vijay Lakshmi TVS

Gokul road,
Hugli

Year of establishment - 2003

Brand of directors -Manjuanth [hurkadi] Chairman

Business growth:

The two wheelers being a major part of the industry are growing strongly with the growth of INDIA.

Group profile:

TVS Motor Company

- 3 manufacturing units

- One vehicle rolled-out every 10 second PT TVS Motor company-Indonesia

- 1.5 lakhs vehicle capacity

- In house designed Sundram-Clayton

- Three manufacturing units

- 8 ware houses in USA and Europe TVS

- Three manufacturing units

Case study

A case study analysis requires you to investigate a business problem, examine the alternate solution and purpose the most effective solution using supporting evidence.

- The case involves the issues of patent infringement by the defendant and damages for the same. But the threats issued by the defendant for the same case. The case was filed before the Madras High Court in 2007.

- The plaintiffs in [Bajaj Auto Ltd], along with the state of Maharashtra alleged defendants [TVS Motor Company Ltd] of infringement of patent of the plain fills, which concerns the invention of the technology of improved internal combustion engine the remedy sought by the plain fills in that of permanent injunction for prohibiting the defendants from;

1. Using the technology or invention described in the patents of the plain fills.

2. Preventing them from marketing selling offerings for sale or exporting 2/3 wheelers [including the proposed 25cc TVS FLAME Motor Cycle] that contain the disputed combustion engine or product that infringes the patent. They also claim damages from infringement of patent.

3. The suit was pending meanwhile the plain fills brought application before the same court seeking temporary injunction against the defendant for the same relief, which was sought in the suit for the permanent injunction. The application was filed for preventing the infringement of the patent till the pendency of the suit.

4. The suit was pending before the court. Meanwhile the defendant filed an application for preventing the defendants, till the suit is pending, from issuing threats and thereby interfering the launch of their product.

BAJAJ MOTOTS

COMPANY PROFILE

Founder	- Jamnalal Bajaj
Year of establishment	-1926
Industry	- Automotive –two & three wheelers
Business group	- The Bajaj group
Listing & its codes	- BSE-code: 500490 NSE-code: BAJAJ AUTO
Presence	-Distribution network covers 50 countries.
Dominant presence in Sri lanka,	Bangladesh, Columbia, Guatemala, Peru, Egypt, Iran and Indonesia.
Joint venture	-Kawasaki heavy industry of Japan
Registered & Head office	- Akundi Pune-411035 INDIA
	Tel:-(91)-(20)-27472851
	Fax:-(91)-(20)-27473398
Work	-Akundi Pune 411035 Bajaj nagar, Waluj Aurangabad 431136 Chakan industrial area, Chakan Pune-411501.

Brief facts of the case:

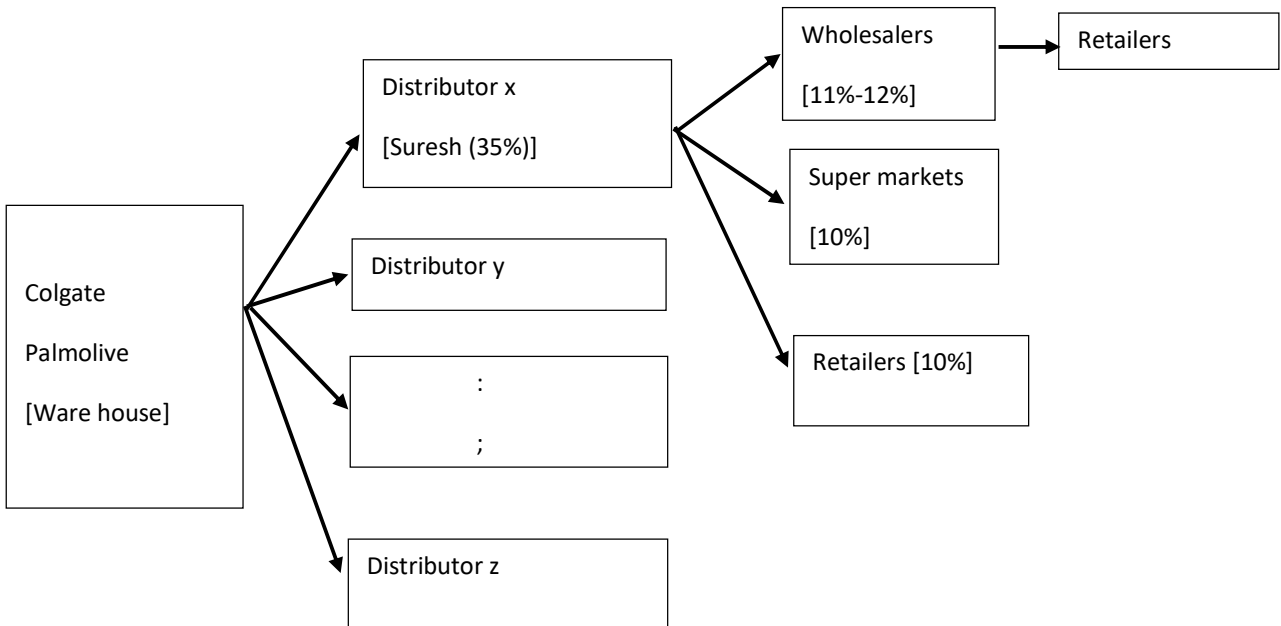
The facts of the case go throughout the various stages Bajaj patent. Bajaj auto ltd [the applicant] claimed that it was granted patent title “An improved internal combustion engine working on four stroke principle” with a priority date of 16thjuly2002. The patent was granted on 7thjuly2005.

- Small displacement engine as reflected by a cylinder core diameter between 45mm and 70mm.
- Combustion of lean air fuel mixtures at predetermined instant.
- TVS files suit under the section 105 and 106 of the patent act 1970, In October 2007, the respondent filed the suit before the Madras high court”, alleging that the statements made by the applicant constituted a groundless threats.
- They learnt that the respondent has also filed a suit for defamation against the applicant in the Bombay.

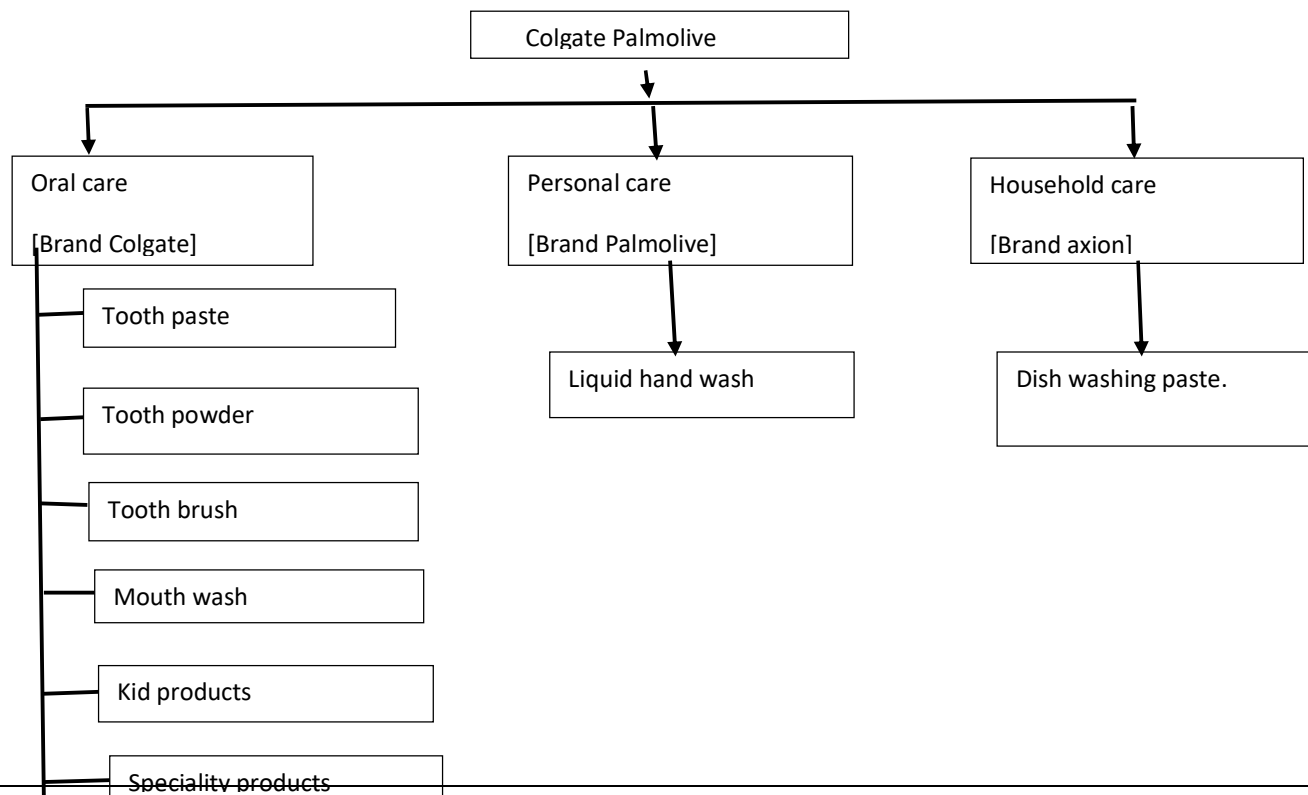
Result:

Thus case study on branding is prepared.

Order of sales hierarchy, distribution and margins



Colgate: product groups



Ex No: 4
27:09:2019

**ANALYSIS THE DISTRIBUTION AND PRICING
STRATEGY USED FOR THE SELECTED
PRODUCT**

Aim:

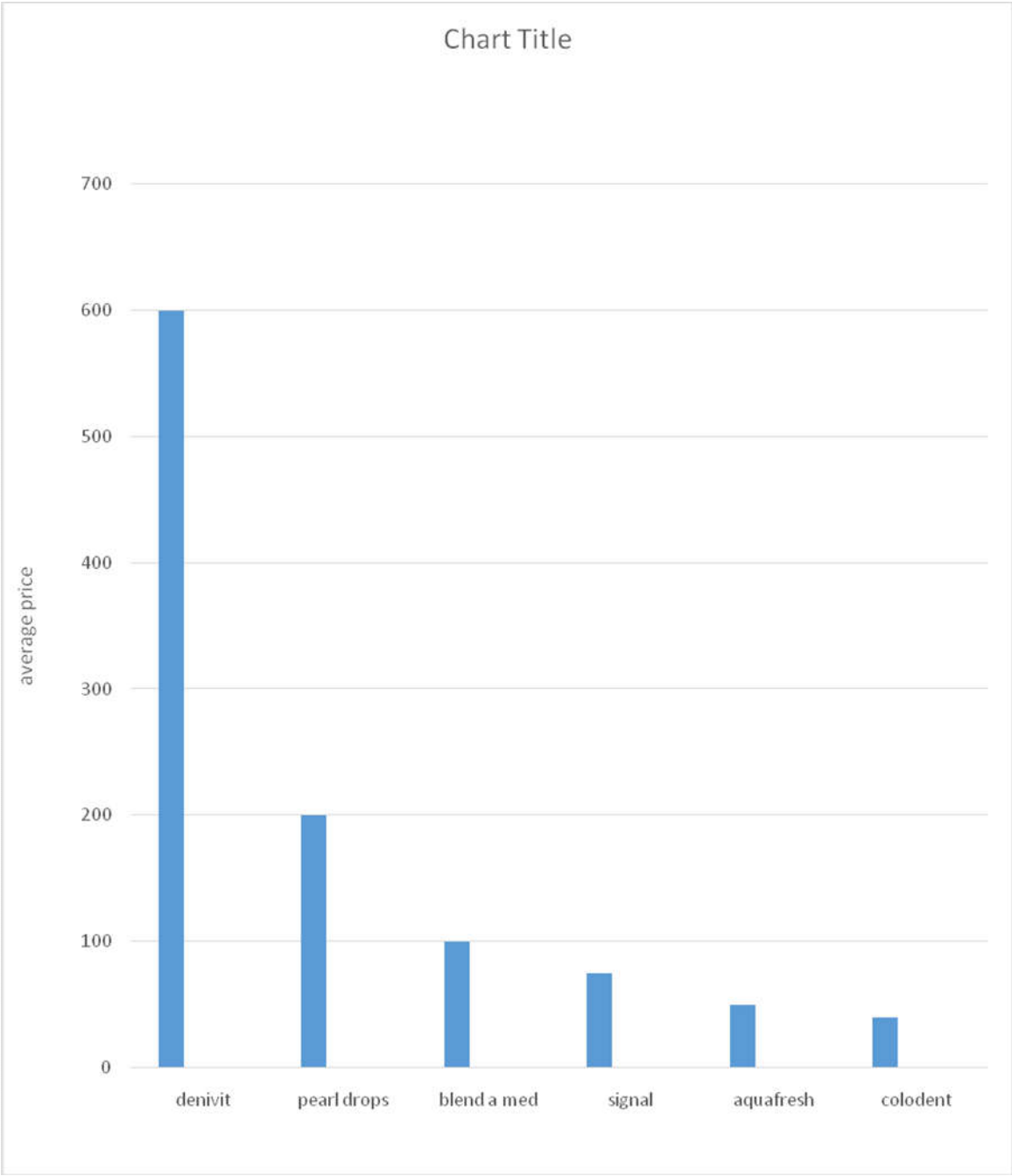
To analysis the distribution and pricing strategy used by the Colgate toothpaste company.

Methodology of the pricing strategy analysis of the toothpaste:-

In this paper the prices of 122 toothpastes[14 brands] available on polish cosmetics market were analyzed in hyper market [Auchan, Carrefour, Kaufland, real, servos, Tesco] ion 2001 in Poznan in the period between august 15 and September 15 analyzed products came from 8 main procedures; proctor & gamble [blend-a-med], Colgate-Palmolive[Colgate, Culloden], Unilever [signal], Henkel [Vedemecum, davit], GlaxoSmithKline [agro fresh, Paradontox, Sensodyne], gulch& Dwight [pearls drops] and DR. Thesis Naturwaren[Lacalut].

During analysis all researched toothpaste were divided into 8 categories depending on their application.

- refreshing
 - whitening
 - herbal
 - desensitizing
 - antiquaries
 - multi care
 - gums protecting
 - intended for children



Discussion:

- price is a value that will purchase a definite quality, weight or other measures of a good or services.

- As a consideration given in exchanges for transfer of ownership, price forms the essential basis of commercial transactions.

- It may be fixed by a contract, let to be determined by an agreed upon the formula at a future data, or discovered or negotiated during the course of dealing between the parties involved.

- In commerce, price is determined when

 - A buyer is willing to pay

 - seller is willing to accept

 - the competition is allowing to be charged

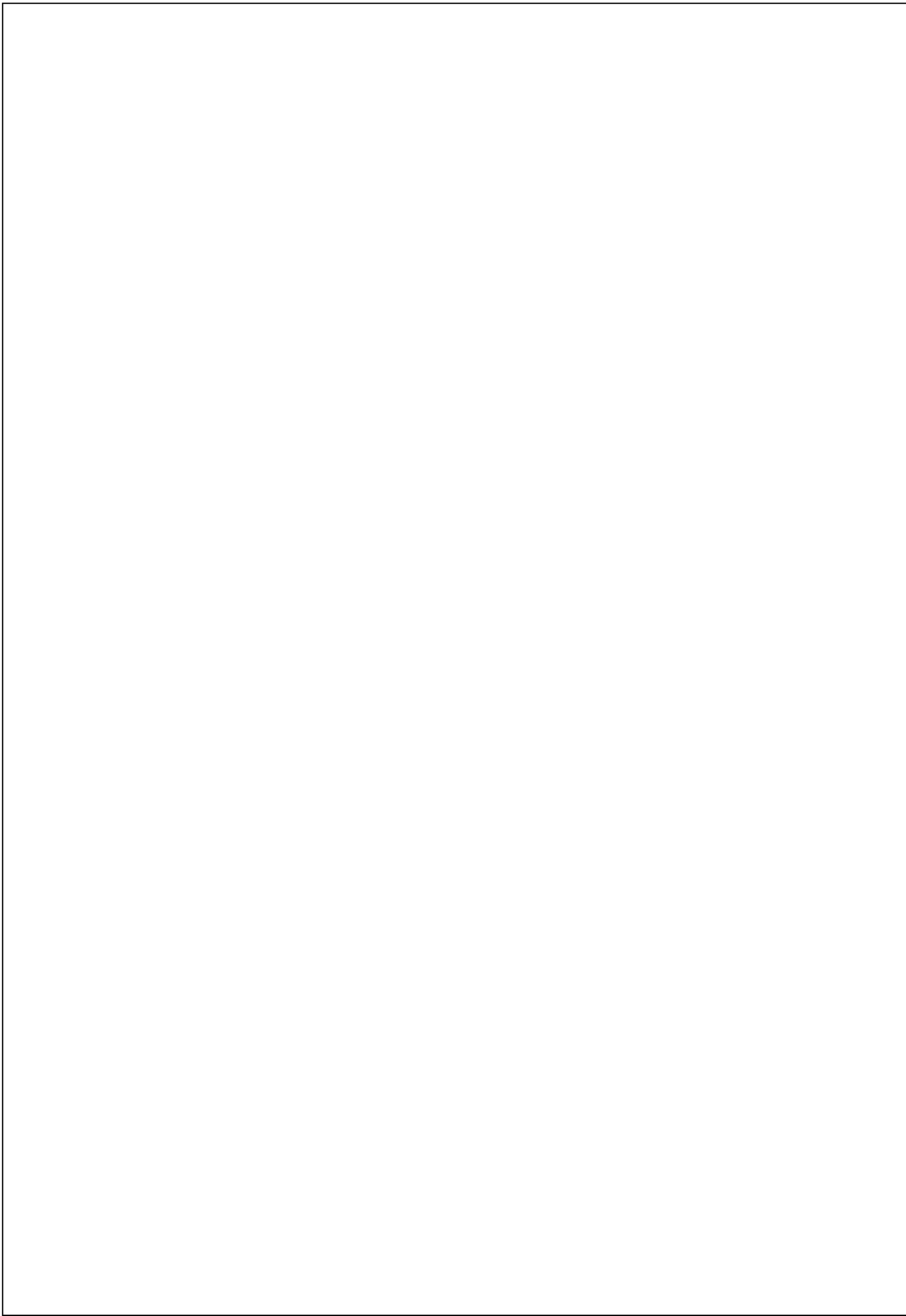
- pricing strategies play a very important role in each organization's strategy.

- a process of establishing a pricing strategy consists both of economic and noneconomic process condition.

- related product pricing means that a product's price is low itself but the organization makes its profit by after sale services, example: renewing the ink cartridges.

- Psychological pricing is designed to have a positive psychological impact. For examples: selling a product at PLN 3.99, rather than PLN 4.00.

Related product pricing means that a product's price is low itself but the organization makes its profit by after sale services, Example: renewing the link cartridges.



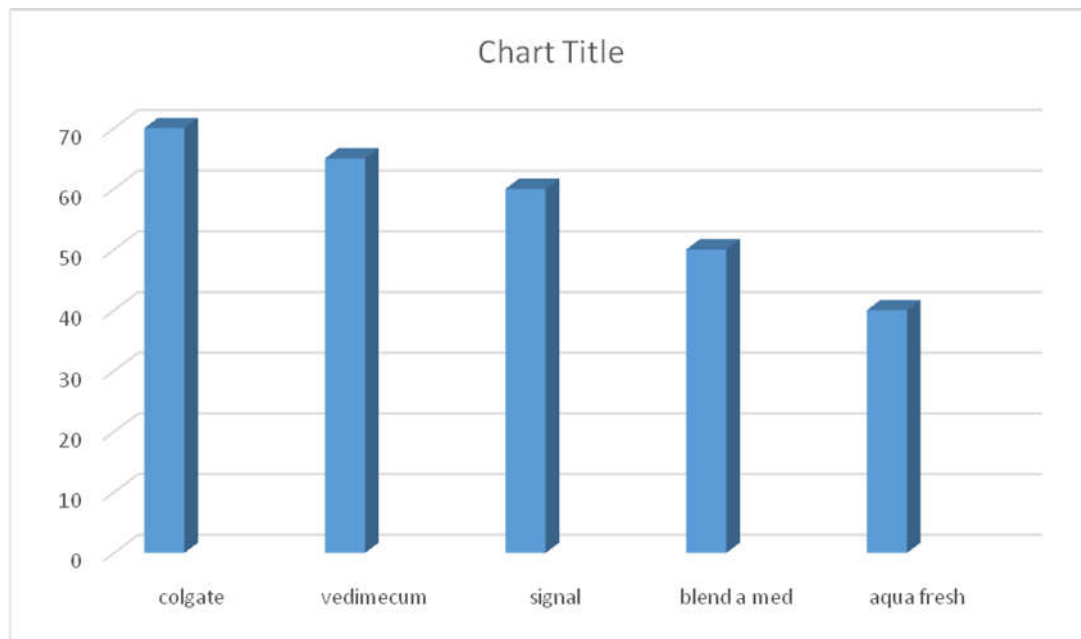


FIG: 1 average price of refreshing toothpaste available on polish cosmetics market.

- The price differentiated a lot, then pearls drops and last group consists of toothpastes of a regular price 39-1000 PLN/liters.

Result:

Thus the pricing and distribution strategy of Colgate Company is prepared.

Producer marketing activities

[Personal selling, trade

Promotion, other]

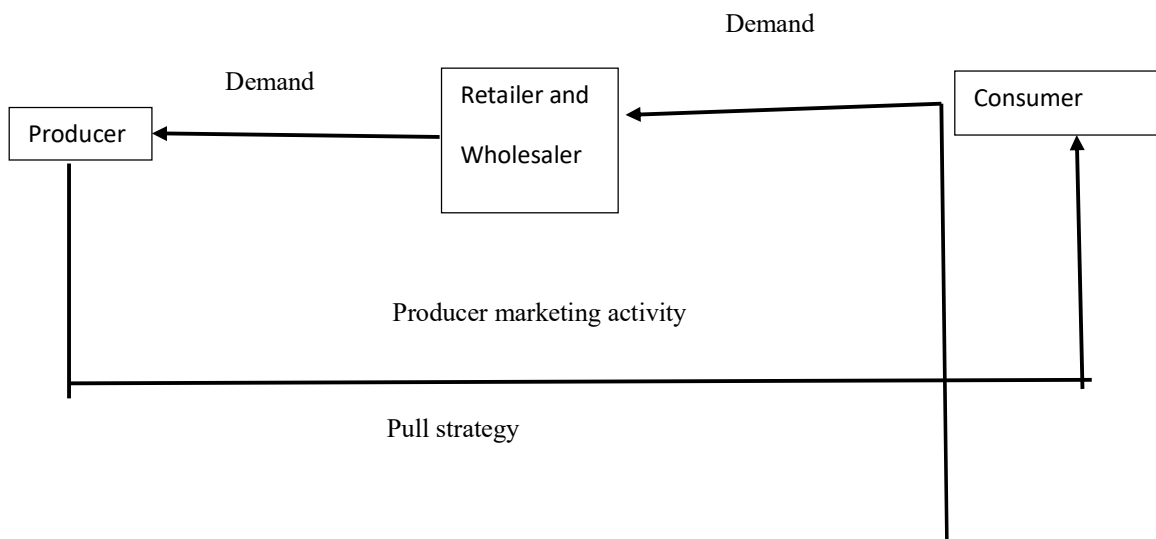
reseller marketing activities

[Personal selling, advertising,

sales promotion, others]



In a push strategy the company [pushes] the product to resellers, who in turn [push] it's to consumers



In a pull strategy, the company promotes directly to final consumer creating a demand vacuum that "pulls" the product through the channel. Most companies use some combination of push and pull.

Ex No: 5.1

30:09:2019

**ANALYSIS THE PROMOTION MIX USED BY
SELECTED COMPANY [COLGATE].**

Aim:

To analysis the promotion mix used by the Colgate company.

Promotion mix and strategies:

As seen in the graphic above, the promotion mix includes the following promotion tools.

- Advertising
- Personal selling
- Sales promotion
- Public relations
- Direct marketing

Advertising:

•One of the most advantages promotion mix includes a firm can use is advertising.

•It can be used to reach a large range of potential consumers at a relatively low cost.

•Advertising, messages, such as television, commercials are usually repeated many times, exposing consumers to repeat viewing of the promotion.

•We applied this promotion tool to our market planning assignment by planning to use television commercials, bill board, and other forms of advertising to promote the I phone K.

Personal selling:

•The personal selling tool is extremely effective because it involves interaction between two or more people.

Promotion mix

- Advertising
- Personal selling
- Sales promotion
- Public relations
- Direct marketing

- This gives a sales promotion the chance to communicate and highlight aspects uses to release new and updated version of products.

Direct marketing:

All forms of this promotion tool share the following characteristics.

- Less public
 - Immediate
 - Customized
 - Interactive
- The purpose of this marketing is to create highly tailored message with the goal of building strong customer relationship.

Personal selling:

- The personal selling tool is extremely effective because it involves interaction between two or more people.
- It also gives the customer the chance to receive immediate answer to any question the may have regarding the product or services.

Sales promotion:

- Coupons, contests, discounts and premium are the forms of sales promotion
- These promotion give strong incentive for consumer to purchase products and services because it increases their received value.

Trade fair and exhibitions:

- Advertising
 - Sponsorship
 - Online promotions



Role of promotions:

- To communicate with individuals, groups or organization directly or indirectly
- Facilitate exchanges by informing and persuading one or more audiences to accept an organization's product.
- Communicate with their customer

Design communication to your specific target audience.

Objective of the study:

- To identify the promotion tools used in ELITE super market.
- To measure the influence of promotion mix
- To assess the responses of the consumers towards the promotional strategies
- To suggest measures for promoting sales
- To identify the consumer preference
- To help in developing promotional plans of the company.

Result:

Thus the promotion mix of the Colgate Company is prepared.

Understand various issues and challenges in social marketing

Study the social marketing campaigns launched by TOL and analyze whether TOL was

Successful in achieving the objectives of its campaigns.

Understand the role of cause- related marketing in exchanging brand image.

Explore ways to make the teach INDIA initiative could be made sustainable.

Ex No: 5.2

04:10:2019

ANALYSIS THE CASE STUDY ON SOCIAL MARKETING

SOCIAL MARKETING

This case is about the times of India's [TOI] social marketing initiatives. Though TOI was one of the largest circulated newspapers in the world. It was criticized for promoting yellow journalism. In order to build its brand image, TOI adopted social marketing strategy and projected itself as an agent of social change by launching or services of social campaigns highlighting social issues one of them was 'Teach India'

According to the feedback received from the "led India" campaign, India would not be able to lead unless its populace was literate and that the teach India campaign was launched. The first phase invited citizen of the country to volunteer with a nongovernment organization [NGO] in their locality and spend two hours a week teaching under privileged children. The second phase which started at the end of 2008, selected students from top educational institutes all over the country who were willing to decide two years to teaching the unprivileged.

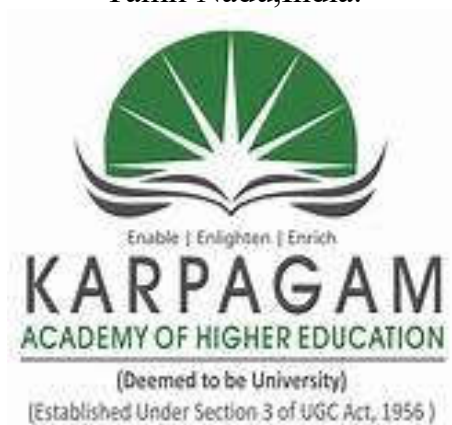
RESULT:

Thus the case study on social marketing is successfully verified.



KARPAGAM ACADEMY OF HIGHER EDUCATION

Deemed to be University
(Established Under Section 3 of UGC Act,1956)
Eachanari (Post), Coimbatore-641021,
Tamil Nadu,India.



DEPARTMENT OF MANAGEMENT(UG)

II BBA

PRACTICAL-PRINCIPLES OF MARKETING

SubjectCode:18BAU301

PracticalExamination-October2019

Name :.....

Register Number :.....

Batch :.....



CERTIFICATE

Register Number :

This is to certify that this is a bona fide record of work done by of
IIBBA during the year 2019 for the Practical Examination on Principles of Marketing held
on at Karpagam Academy of Higher Education, Coimbatore-641021.

Staff In-charge
(Dr. Ebenezer Paul Rajan T.Y)
Examiners

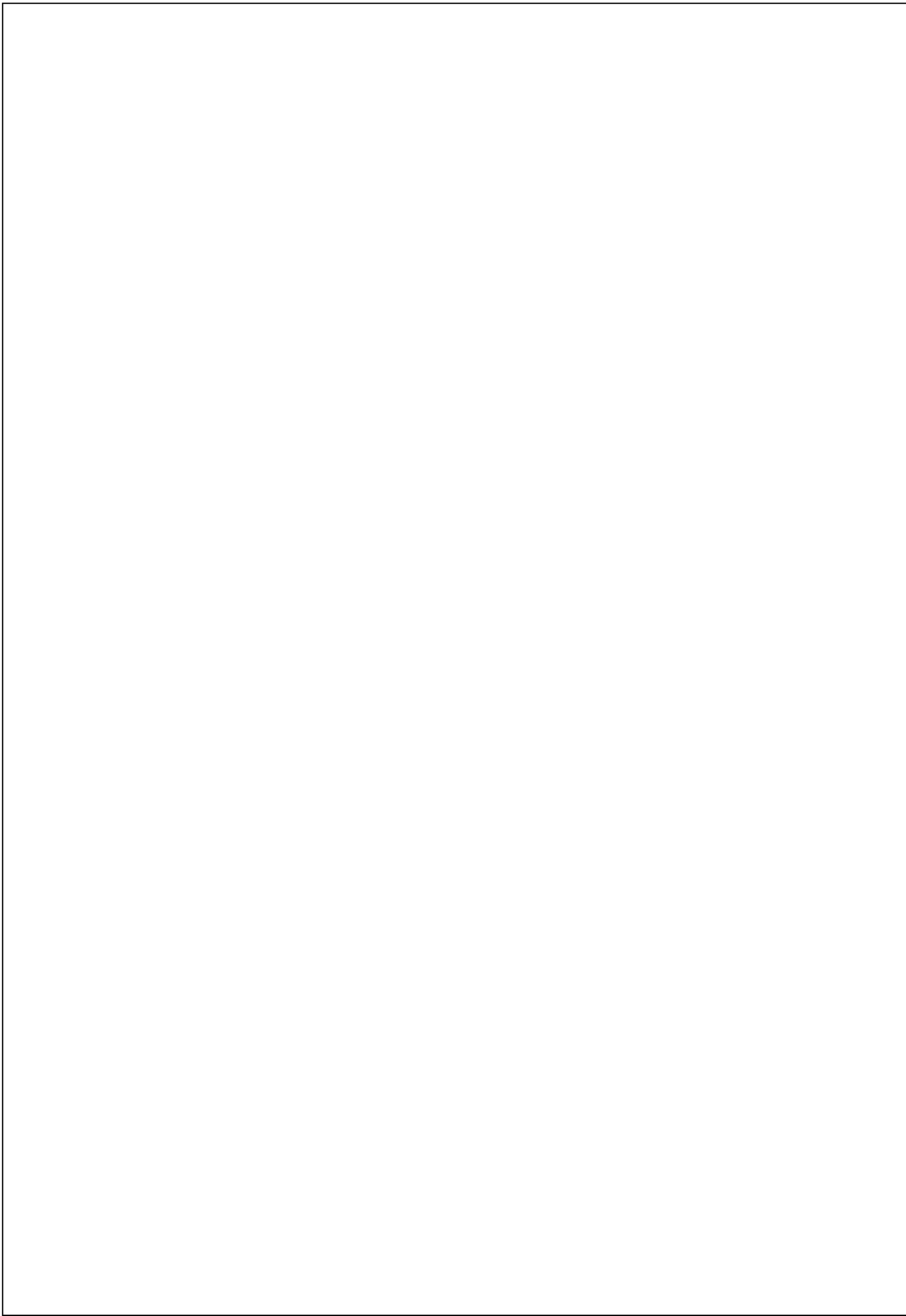
Head of the Department
(Dr. M. Nandhini)

1.....(Internal)

2.....(External)



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Identify the various type of thinking among friends towards business.

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Selling concept:

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Marketing concept:

The main focus of this philosophy is on customer needs.

RESULT:

Thus case study on selling and marketing concept was successfully verified.

CASESTUDY-2

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Evaluate another zone head said that since lot of money has been spent on import of machines. The company was sort of funds to pay the additional staff.

Rahul a newly appointed zone head south suggested that the size of the order is not large.

Identify the factors influencing the choice of channels of distribution.

Ex no:1.1

19:06:2019

**ANALYSIS CASE STUDY ON SELLING
AND MARKETING CONCEPT**

SOLUTION:

→Analysis

- Product related factors

- Market related factors

- Product related factors:

It has been mentioned that the machine was sophisticated.

- Market related factor:

It has been mentioned the size of the order is not large.

[Geographical concentration of potential buyers]

→Decision

Direct marketing – personal interview, online.

RESULT:

Thus the case study was analysed and it is defined.

SWOT ANALYSIS FOR HATSUN AGRO PRODUCT LTD.

Strength;

- Units handle 2 million liters of milk per day. Its unit have modern laborites compare equipped for an extensive quality.

Weakness;

- Online per capita availabilities of food grains
- Raising cost of animal fodder.

Opportunities;

- Demand of milk is likely the use continuously and there is sustainable growth potential
- Increase in population and use income levels will see shift in consumption

Threat;

- Gloomy global economic environmental the increase in price of petroleum products and he is creating cost of power.

Ex No: 1.2

24:06:2019

SWOT ANALYSIS AND PESTLE ANALYSIS

Aim:

To prepare and perform the SWOT and PEST analysis for any company products.

SWOT ANALYSIS

- SWOT analysis [Strength, Weakness, Opportunities and Threats analysis] is a frame work for identifying and analyzing the internal and external factors that can have an impact on the viability of project, product, place or prison.

- SWOT analysis is most commonly used by business entities, but it also used by nonprofit organization and to a lesser degree individuals for personal assessment. Additionally it can be used to assets initiatives products or projects.

- The framework is credited to about Humphrey, who used to approach in the 1960's and 1970's at the Stanford research institute.

Elements of SWOT analysis

As its name stated a SWOT analysis examines four elements.

Strength:- Internal attributes and resources that support a successful outcomes.

Weakness:- internal attributes and resources that works against a successful outcome.

Opportunities:- external factors that entity can capitalize on or use its advantages.

Threats:- external factors that could reparative the entity's success.

<div>Hatsun</div> <div>AGRO BRAND ANALYSIS</div>	
<div>Parent</div> <div>category</div> <div>Sector</div> <div>Tagline/slogan</div> <div>USP</div>	<div>Company Hatsun AgriProduct Ltd</div> <div>Food processing</div> <div>Food& beverages</div> <div></div> <div>Understands that its strength lies in consolidating its source diary farmed, development bond with farmers.</div>

PESTLE Analysis:

A PESTLE analysis is used as a strategic tool to measure industry dynamics through recognition of the core political, economic, social, technological, legal and environmental Forces /changes having influence on the industry. Table two below presents a PESTLE analysis for the industry Nestlé are present with in and this information is then used to form a critical discussion for the future strategic options available to the firm.

Table Two: PESTLE analysis

The PESTLE analysis below identifies a number of forces, which have influence on industry dynamics. Of these forces, perhaps the most prominent are social forces, which relate to differences in consumer behaviour .As an international firm, Nestlé have to be able to ensure a level of adaptation, which is appropriate to different markets driven by different cultures and consumer preferences.

Political	Economic
<ul style="list-style-type: none"> ❖ Changing regulation Surrounding food standards and marketing actions. ❖ Government stability in new Emerging economies–question of risk as part of the internationalisation process. ❖ Changing global regulations – Standardised practice yet adaptation to different political forces. 	<ul style="list-style-type: none"> ❖ Awareness and knowledge of Changing inflation, economic growth rates and Income levels. ❖ Changing consumer budgets, Rise of the cost conscious consumers. ❖ Rising price of raw material Goods in relation to the need to source from sustainable suppliers.
Social <ul style="list-style-type: none"> ➔ Changing consumer attitudes –move towards healthier products inline with government initiativessupporting balance diets and the dangers of sugar. ➔ Changing lifestyle– return back to home looking and the promotion of Family time in a world of convenience. ➔ The need to adapt to Different cultural settings i.e. language, Religious beliefs and family settings. 	Technological <ul style="list-style-type: none"> ➔ Rise of social media, Consumers interacting with firms and being able to do so across arrange of platforms. ➔ Innovation fuelled by Technological developments. ➔ E-commerce as a Platform for Development.
LEGAL <ul style="list-style-type: none"> ➤ Changing nature of regulation 	ENVIRONMENT <ul style="list-style-type: none"> ➤ Increased attention directed towards corporate.

The following marketing objectives are proposed in relation to the firm's baby milk products:

1. To increase interaction with consumers using social media as a platform.
- 2 .To increase sales by 10% through a promotional campaign across an integrated set of marketing platforms.
3. To follow a relationship marketing campaign to increase interactions with consumers to enhance understanding of the consumer base.

CORPORATE OBJECTIVES:

- ❖ It is important that an alignment exists between corporate Objectives, brand image and firm activities.
- ❖ The overall corporate objective of Nestlé is to be one of the World's best and largest brands in the food industry.
- ❖ To break this down further, there is a need to apply individual Firm level marketing objectives to a specific brand within their portfolio.
- ❖ This section focuses upon the presentation of marketing Objectives and strategies for Nestlé's baby milk products.

MARKETING OBJECTIVES:

- ❖ Marketing objectives identify a target market and market need And apply this to the brands they are offering. With regard to the baby milk products
- ❖ Nestlé offers, one of their core marketing objectives should Relate to improving sales through the use of social media outlets.
- ❖ Aligned to the rise of relationship marketing and the need to Develop a deeper, emotional connection with consumers it is argued that one of the marketing objectives for increasing sales of this product needs to be related to understanding the consumer base.

RESULT:-

Thus SWOT and PESTLE analysis for a company is prepared and presented



Ex No: 2.1
9:07:2019

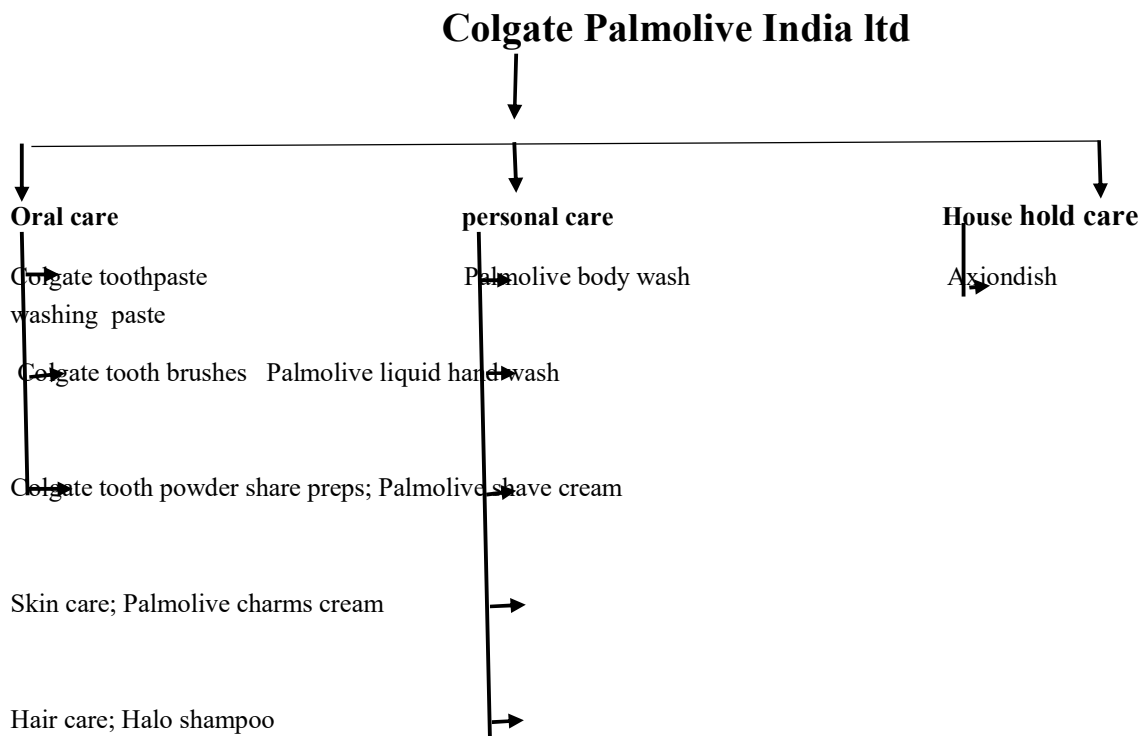
**IDENTIFY THE PRODUCT MIX OF THE
SELECTED COMPANY**

Aim:

To prepare and present development of the product mix of the Colgate company.

Procedure:

Product mix of Colgate





Oral care:

Colgate Dental cream

Colgate Active salt

Colgate Max fresh

Colgate Total

Colgate Visible white

Colgate Max

Colgate Sensitive pro-relief tooth brush

Colgate 360 tooth brush

Personal care:

Palmolive thermal spa

Palmolive aroma shower gel-relaxing

Palmolive natural liquid hand wash family

Palmolive natural moisturizing body wash and honey

Professional oral care:

Colgate sensitive

Colgate sensitive pro-relief

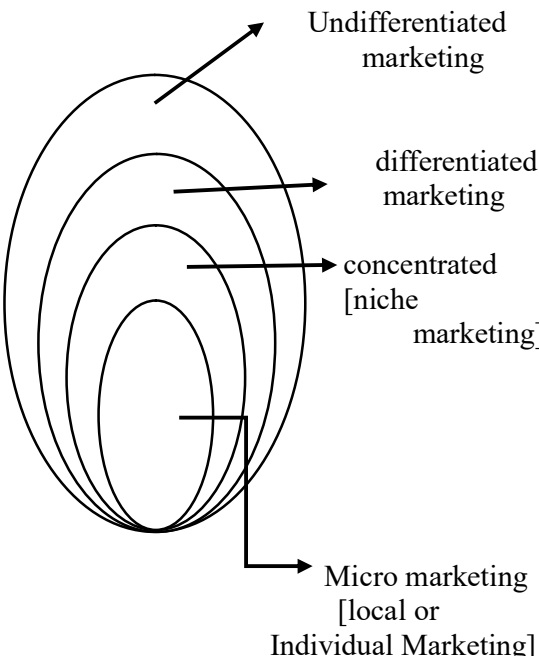
Colgate gel

Colgate visible white

Result:

Thus the product mix of Colgate Company is presented

<p>Market segmentation for any FMCG products</p>	<p>Market segmentation</p> <p>It is the process that companies use to divide large heterogeneous market into small market that can be reached more effectively and effectively with products and services that match their unique needs.</p>
--	---

<p>Requirements for effective segmentation:-</p> <p>To be useful a market segment must be;</p> <ul style="list-style-type: none"> •Measurable •Accessible •Sustainable •Differentiable •Actionable 	<p>Market targeting:</p>  <p>Undifferentiated marketing</p> <p>differentiated marketing</p> <p>concentrated [niche marketing]</p> <p>Micro marketing [local or Individual Marketing]</p>
--	---

Ex No: 2.2

30:07:2019

MARKET SEGMENTATION

PREPARE MARKET SEGMENTATION FOR ANY COMPANY PRODUCT

Aim:

To prepare and present the development of market segmentation for any company product.

Market segmentation:-

Segmenting:

- Consumer markets
 - Business markets
 - International markets

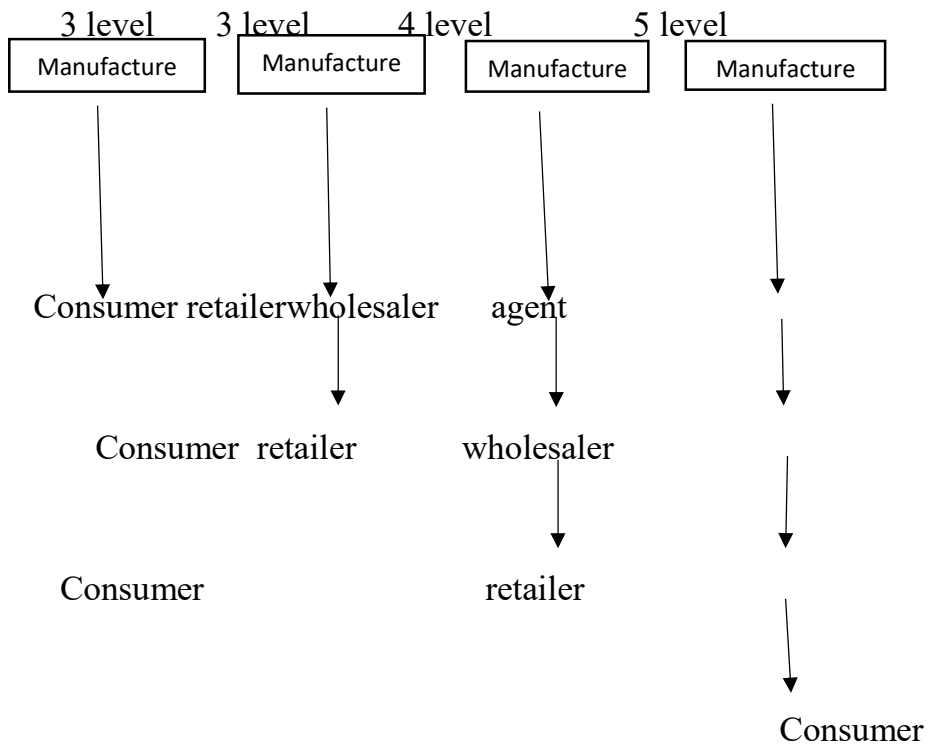
Segmenting consumer markets:

Marketers try different segmentation variables, alone and in combination, to find the best way to view the market structure

- Geographic segmentation
- Demographic segmentation
 - Psychological segmentation
 - Behavioral segmentation

Length of channel

Channel length=no of level in a distribution channel



Manufacturer → **Consumer**

- Direct selling
- No middle man required
- Simplest & shortest channel
- Fast &Economic
- Adopted by both small product's big firms.

Segmenting business market

Business buyers can be segmented by using many of the same variables as consumers

- Geographically
 - Demographically [industry, company, size]
 - Behaviorally [benefits, sought, user status, user rate, loyalty status]

Result:-

Thus market segmentation for FMCG product is prepared and presented.

Johnson's and Johnson's company profile

Johnson & Johnson is a holding company which engages in research and development manufacture and sales of the product in health care field.

It operates through following segments

Consumer

Pharmaceutical

Medical device

Shareholders:

Other institutional 36.90%

Mutual fund holders -33.28%

Individual shareholders -0.10%

Ex No: 3.1

13:08:2019

ANALYSIS OF THE PRODUCT LIFE CYCLE

Aim:

Product life cycle of the selected product of the selected company.

Procedure:

Introduction:

This stage where the product introduced to the market and the sales are slightly low.

Growth:

The phase where in the sales of the product increases monthly due to heavy promotions done for the brand and product.

Maturity:

The phase where in the product is well known with the customer and is doing well in market.

Decline:

The brand and product identify is on the decreasing slope and sales number face a decline.

•Johnson's baby powder is the product life cycle starts well back with the introduction in 1950's with the growth of the product among the people starting from 1962 with increasing profit.

•It attained maturity phase in the early 1970's.

Since then there is the look back for the product till early 2000's during when the product started declining in sales due to the entry of several other global brands in the save category in INDIA.



However there was only a slight decline and with the recovery of sales.

The product still prevails in the market and the hearts of the consumers with constants sales in the market.

Thus the product follows in a growth slump maturity pattern.

Result:

Thus the product life cycle is prepared and presented.

TVS MOTORS

PROFILE

Name of the organization - Vijay Lakshmi TVS

Name of the company - Vijay Lakshmi TVS

Gokul road,
Hugli

Year of establishment - 2003

Brand of directors -Manjuanth [hurkadi] Chairman

Business growth:

The two wheelers being a major part of the industry are growing strongly with the growth of INDIA.

Group profile:

TVS Motor Company

- 3 manufacturing units

- One vehicle rolled-out every 10 second PT TVS Motor company-Indonesia

- 1.5 lakhs vehicle capacity

- In house designed Sundram-Clayton

- Three manufacturing units

- 8 ware houses in USA and Europe TVS

- Three manufacturing units

Case study

A case study analysis requires you to investigate a business problem, examine the alternate solution and purpose the most effective solution using supporting evidence.

- The case involves the issues of patent infringement by the defendant and damages for the same. But the threats issued by the defendant for the same case. The case was filed before the Madras High Court in 2007.

- The plaintiffs in [Bajaj Auto Ltd], along with the state of Maharashtra alleged defendants [TVS Motor Company Ltd] of infringement of patent of the plain fills, which concerns the invention of the technology of improved internal combustion engine the remedy sought by the plain fills in that of permanent injunction for prohibiting the defendants from;

1. Using the technology or invention described in the patents of the plain fills.

2. Preventing them from marketing selling offerings for sale or exporting 2/3 wheelers [including the proposed 25cc TVS FLAME Motor Cycle] that contain the disputed combustion engine or product that infringes the patent. They also claim damages from infringement of patent.

3. The suit was pending meanwhile the plain fills brought application before the same court seeking temporary injunction against the defendant for the same relief, which was sought in the suit for the permanent injunction. The application was filed for preventing the infringement of the patent till the pendency of the suit.

4. The suit was pending before the court. Meanwhile the defendant filed an application for preventing the defendants, till the suit is pending, from issuing threats and thereby interfering the launch of their product.

BAJAJ MOTOTS

COMPANY PROFILE

Founder	- Jamnalal Bajaj
Year of establishment	-1926
Industry	- Automotive –two & three wheelers
Business group	- The Bajaj group
Listing & its codes	- BSE-code: 500490 NSE-code: BAJAJ AUTO
Presence	-Distribution network covers 50 countries.
Dominant presence in Sri lanka,	Bangladesh, Columbia, Guatemala, Peru, Egypt, Iran and Indonesia.
Joint venture	-Kawasaki heavy industry of Japan
Registered & Head office	- Akundi Pune-411035 INDIA
	Tel:-(91)-(20)-27472851
	Fax:-(91)-(20)-27473398
Work	-Akundi Pune 411035 Bajaj nagar, Waluj Aurangabad 431136 Chakan industrial area, Chakan Pune-411501.

Brief facts of the case:

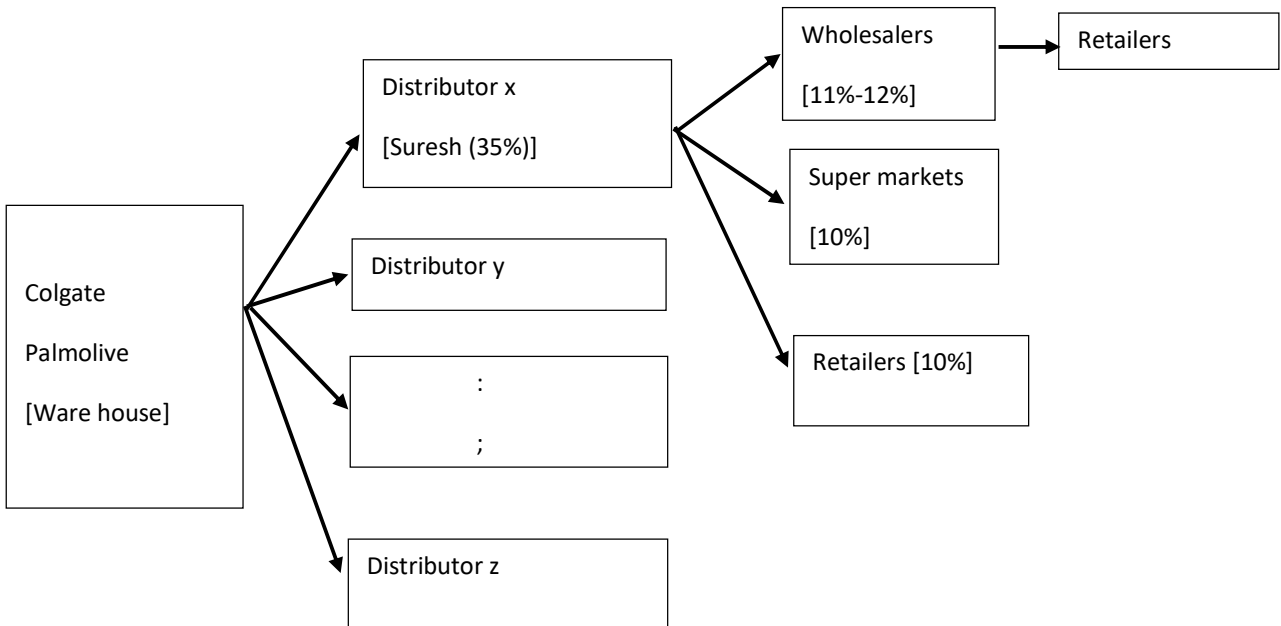
The facts of the case go throughout the various stages Bajaj patent. Bajaj auto ltd [the applicant] claimed that it was granted patent title “An improved internal combustion engine working on four stroke principle” with a priority date of 16thjuly2002. The patent was granted on 7thjuly2005.

- Small displacement engine as reflected by a cylinder core diameter between 45mm and 70mm.
- Combustion of lean air fuel mixtures at predetermined instant.
- TVS files suit under the section 105 and 106 of the patent act 1970, In October 2007, the respondent filed the suit before the Madras high court”, alleging that the statements made by the applicant constituted a groundless threats.
- They learnt that the respondent has also filed a suit for defamation against the applicant in the Bombay.

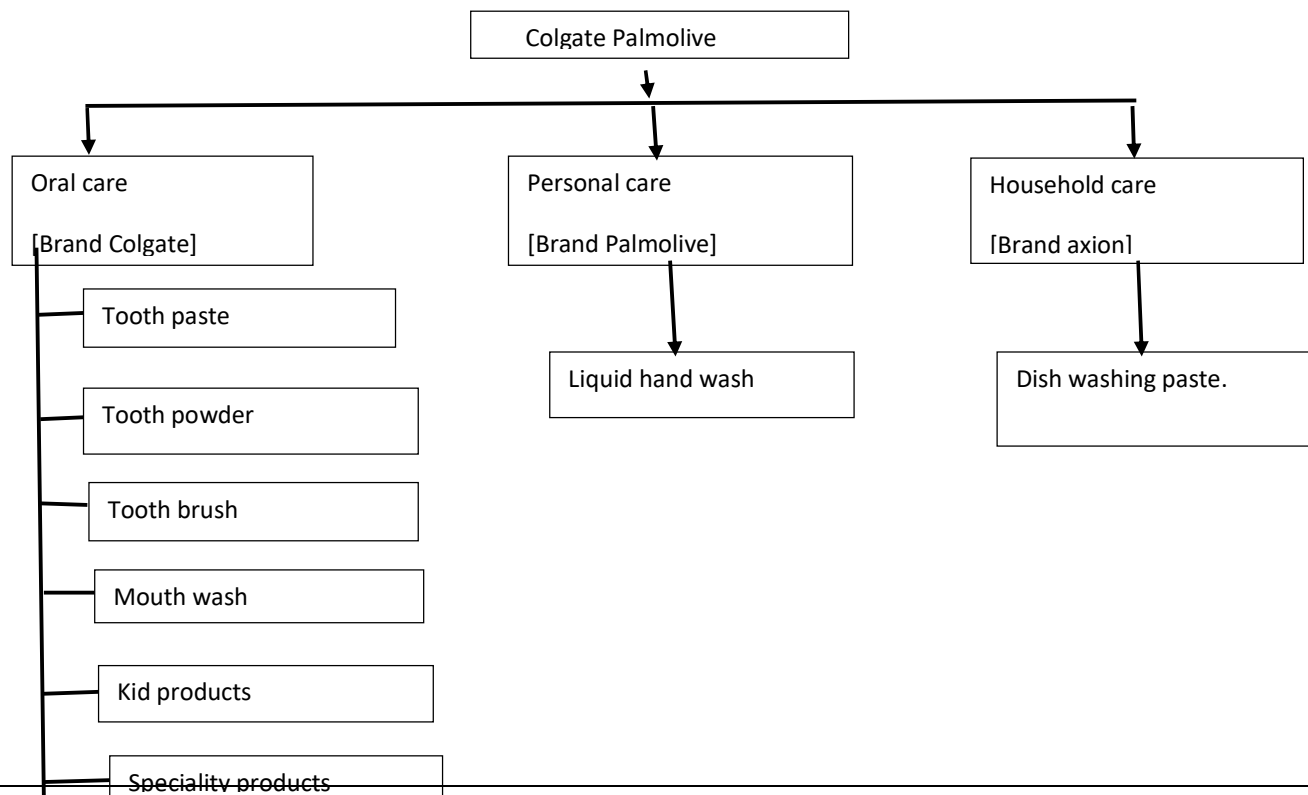
Result:

Thus case study on branding is prepared.

Order of sales hierarchy, distribution and margins



Colgate: product groups



Ex No: 4
27:09:2019

**ANALYSIS THE DISTRIBUTION AND PRICING
STRATEGY USED FOR THE SELECTED
PRODUCT**

Aim:

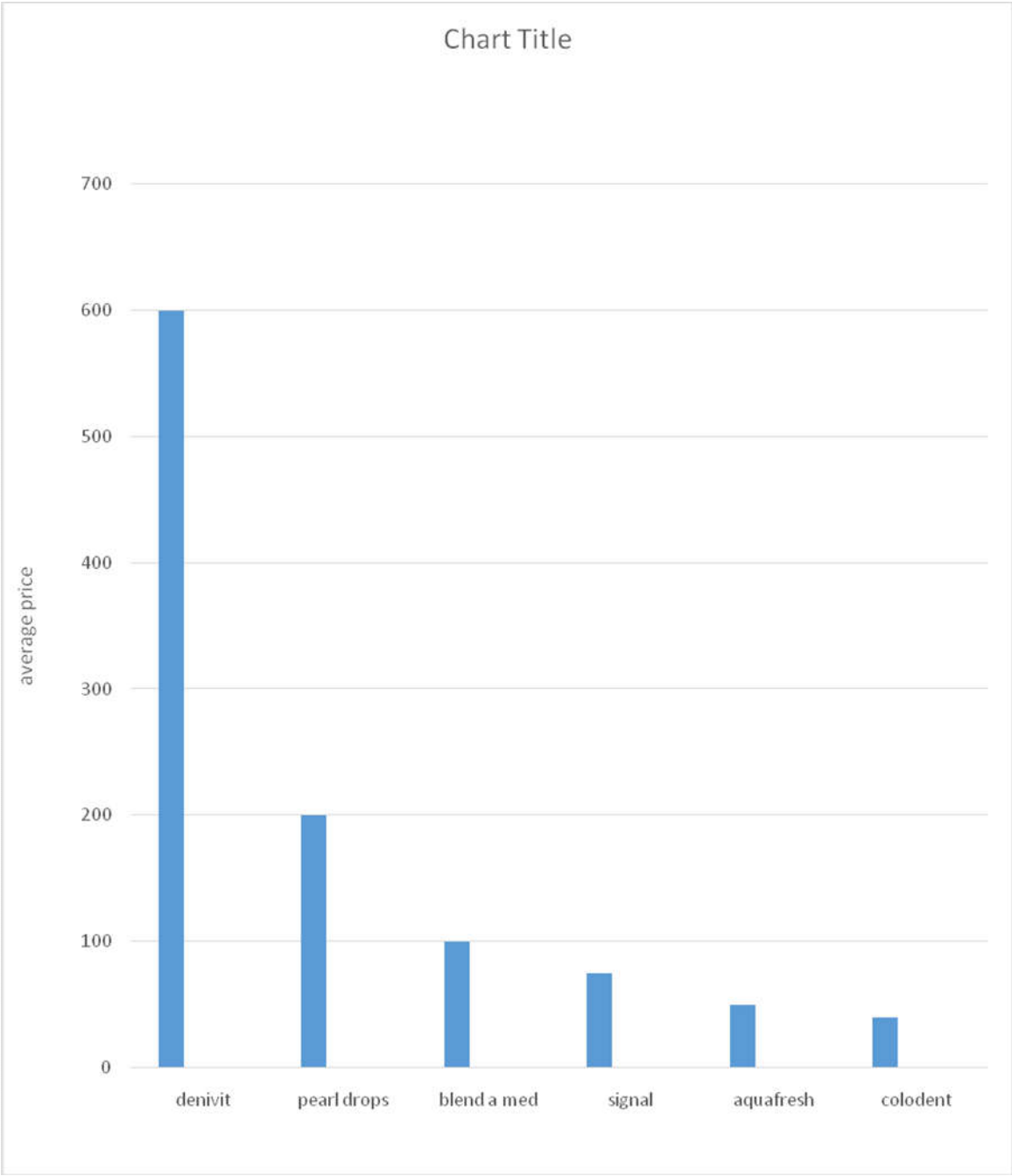
To analysis the distribution and pricing strategy used by the Colgate toothpaste company.

Methodology of the pricing strategy analysis of the toothpaste:-

In this paper the prices of 122 toothpastes[14 brands] available on polish cosmetics market were analyzed in hyper market [Auchan, Carrefour, Kaufland, real, servos, Tesco] ion 2001 in Poznan in the period between august 15 and September 15 analyzed products came from 8 main procedures; proctor & gamble [blend-a-med], Colgate-Palmolive[Colgate, Culloden], Unilever [signal], Henkel [Vedemecum, davit], GlaxoSmithKline [agro fresh, Paradontox, Sensodyne], gulch& Dwight [pearls drops] and DR. Thesis Naturwaren[Lacalut].

During analysis all researched toothpaste were divided into 8 categories depending on their application.

- refreshing
 - whitening
 - herbal
 - desensitizing
 - antiquaries
 - multi care
 - gums protecting
 - intended for children



Discussion:

- price is a value that will purchase a definite quality, weight or other measures of a good or services.

- As a consideration given in exchanges for transfer of ownership, price forms the essential basis of commercial transactions.

- It may be fixed by a contract, let to be determined by an agreed upon the formula at a future data, or discovered or negotiated during the course of dealing between the parties involved.

- In commerce, price is determined when

 - A buyer is willing to pay

 - seller is willing to accept

 - the competition is allowing to be charged

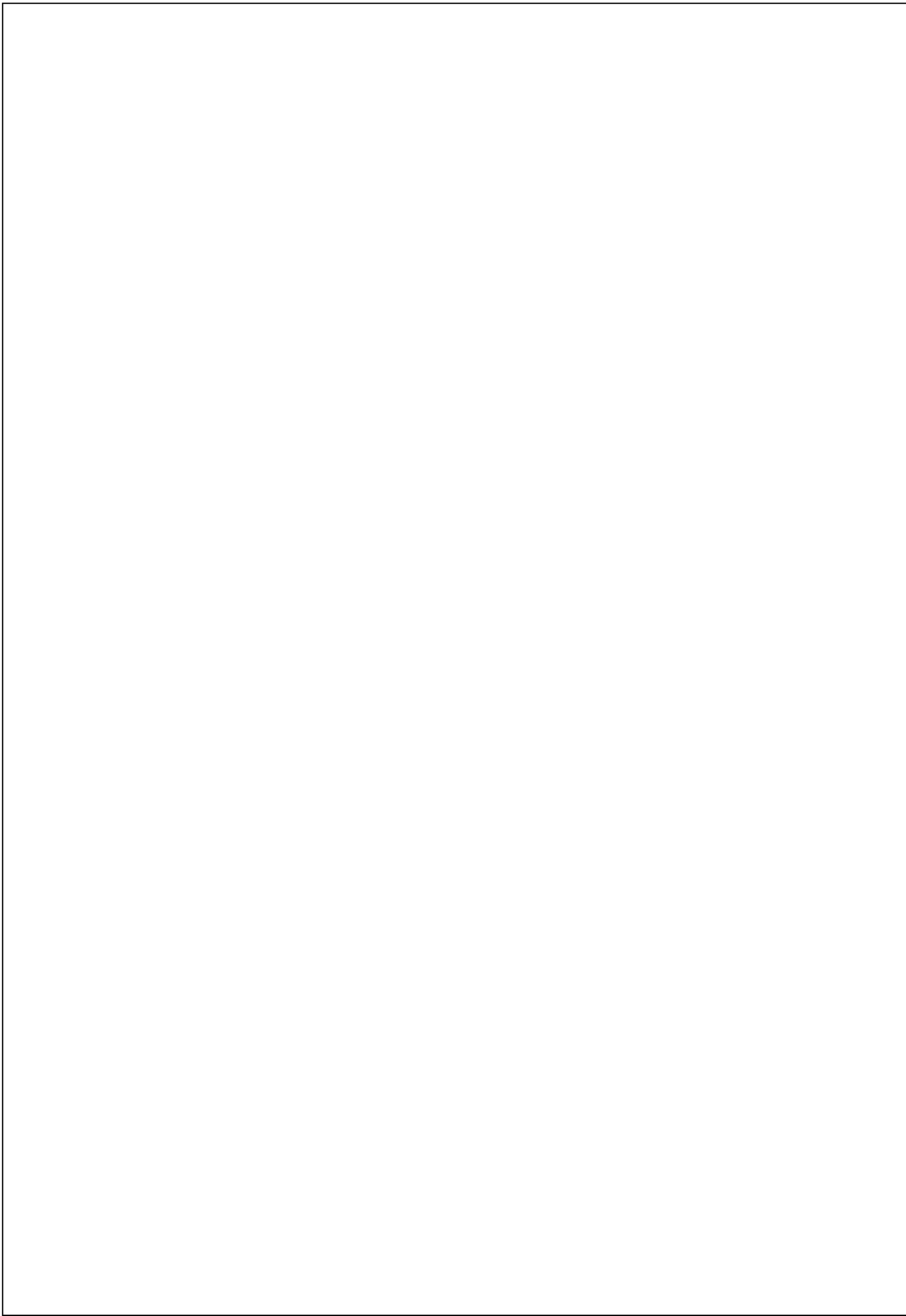
- pricing strategies play a very important role in each organization's strategy.

- a process of establishing a pricing strategy consists both of economic and noneconomic process condition.

- related product pricing means that a product's price is low itself but the organization makes its profit by after sale services, example: renewing the ink cartridges.

- Psychological pricing is designed to have a positive psychological impact. For examples: selling a product at PLN 3.99, rather than PLN 4.00.

Related product pricing means that a product's price is low itself but the organization makes its profit by after sale services, Example: renewing the link cartridges.



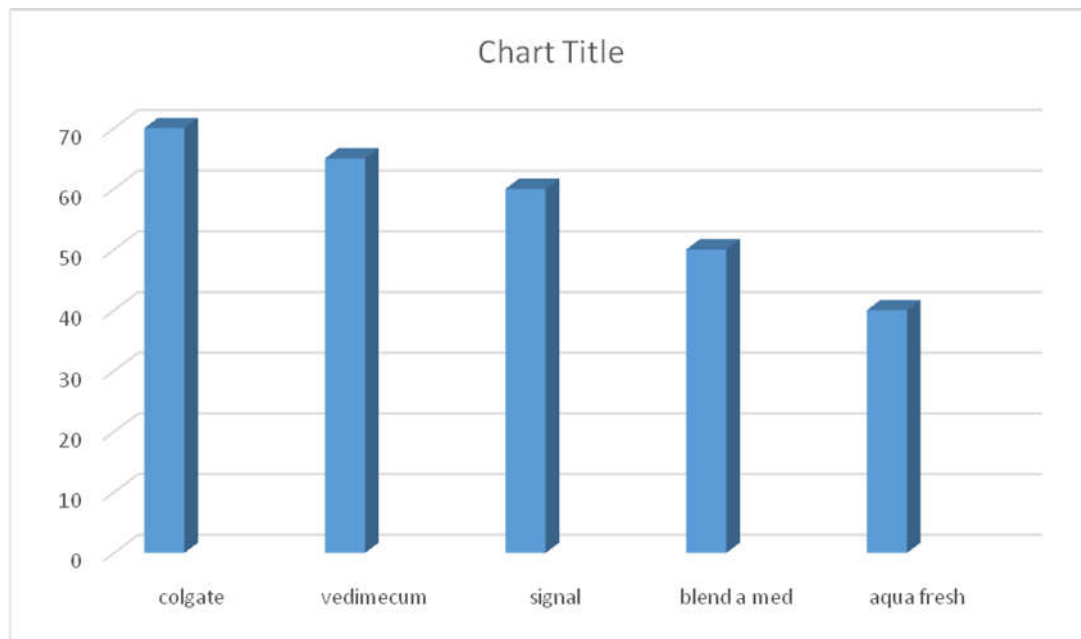


FIG: 1 average price of refreshing toothpaste available on polish cosmetics market.

- The price differentiated a lot, then pearls drops and last group consists of toothpastes of a regular price 39-1000 PLN/liters.

Result:

Thus the pricing and distribution strategy of Colgate Company is prepared.

Producer marketing activities

[Personal selling, trade

Promotion, other]

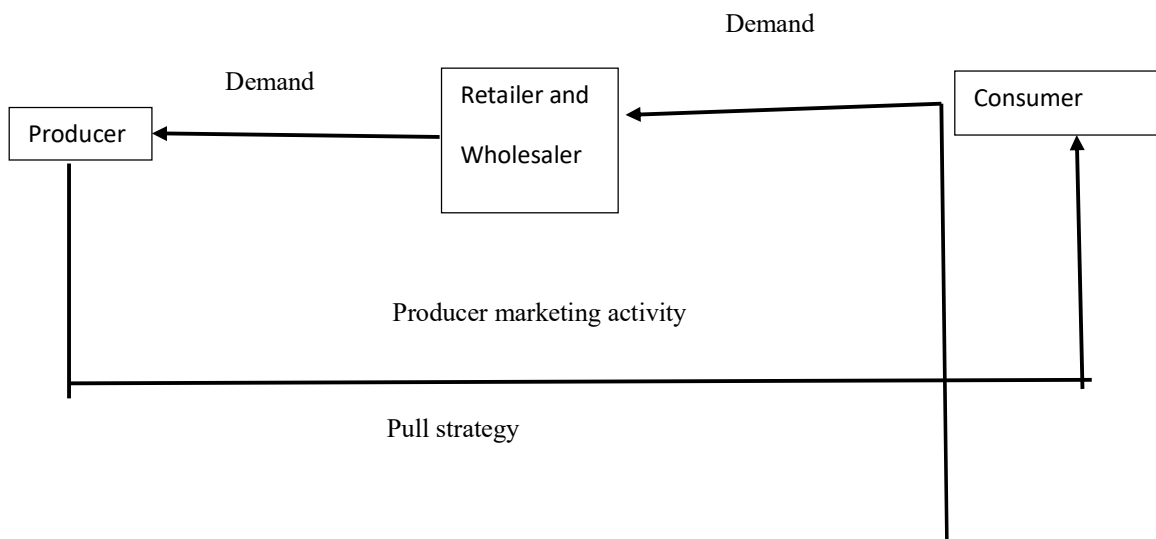
reseller marketing activities

[Personal selling, advertising,

sales promotion, others]



In a push strategy the company [pushes] the product to resellers, who in turn [push] it's to consumers



In a pull strategy, the company promotes directly to final consumer creating a demand vacuum that "pulls" the product through the channel. Most companies use some combination of push and pull.

Ex No: 5.1

30:09:2019

**ANALYSIS THE PROMOTION MIX USED BY
SELECTED COMPANY [COLGATE].**

Aim:

To analysis the promotion mix used by the Colgate company.

Promotion mix and strategies:

As seen in the graphic above, the promotion mix includes the following promotion tools.

- Advertising
- Personal selling
- Sales promotion
- Public relations
- Direct marketing

Advertising:

•One of the most advantages promotion mix includes a firm can use is advertising.

•It can be used to reach a large range of potential consumers at a relatively low cost.

•Advertising, messages, such as television, commercials are usually repeated many times, exposing consumers to repeat viewing of the promotion.

•We applied this promotion tool to our market planning assignment by planning to use television commercials, bill board, and other forms of advertising to promote the I phone K.

Personal selling:

•The personal selling tool is extremely effective because it involves interaction between two or more people.

Promotion mix

- Advertising
- Personal selling
- Sales promotion
- Public relations
- Direct marketing

- This gives a sales promotion the chance to communicate and highlight aspects uses to release new and updated version of products.

Direct marketing:

All forms of this promotion tool share the following characteristics.

- Less public
 - Immediate
 - Customized
 - Interactive
- The purpose of this marketing is to create highly tailored message with the goal of building strong customer relationship.

Personal selling:

- The personal selling tool is extremely effective because it involves interaction between two or more people.
- It also gives the customer the chance to receive immediate answer to any question the may have regarding the product or services.

Sales promotion:

- Coupons, contests, discounts and premium are the forms of sales promotion
- These promotion give strong incentive for consumer to purchase products and services because it increases their received value.

Trade fair and exhibitions:

- Advertising
 - Sponsorship
 - Online promotions



Role of promotions:

- To communicate with individuals, groups or organization directly or indirectly
- Facilitate exchanges by informing and persuading one or more audiences to accept an organization's product.
- Communicate with their customer

Design communication to your specific target audience.

Objective of the study:

- To identify the promotion tools used in ELITE super market.
- To measure the influence of promotion mix
- To assess the responses of the consumers towards the promotional strategies
- To suggest measures for promoting sales
- To identify the consumer preference
- To help in developing promotional plans of the company.

Result:

Thus the promotion mix of the Colgate Company is prepared.

Understand various issues and challenges in social marketing

Study the social marketing campaigns launched by TOL and analyze whether TOL was

Successful in achieving the objectives of its campaigns.

Understand the role of cause- related marketing in exchanging brand image.

Explore ways to make the teach INDIA initiative could be made sustainable.

Ex No: 5.2

04:10:2019

ANALYSIS THE CASE STUDY ON SOCIAL MARKETING

SOCIAL MARKETING

This case is about the times of India's [TOI] social marketing initiatives. Though TOI was one of the largest circulated newspapers in the world. It was criticized for promoting yellow journalism. In order to build its brand image, TOI adopted social marketing strategy and projected itself as an agent of social change by launching or services of social campaigns highlighting social issues one of them was 'Teach India'

According to the feedback received from the "led India" campaign, India would not be able to lead unless its populace was literate and that the teach India campaign was launched. The first phase invited citizen of the country to volunteer with a nongovernment organization [NGO] in their locality and spend two hours a week teaching under privileged children. The second phase which started at the end of 2008, selected students from top educational institutes all over the country who were willing to decide two years to teaching the unprivileged.

RESULT:

Thus the case study on social marketing is successfully verified.



KARPAGAM ACADEMY OF HIGHER EDUCATION

Deemed to be University
(Established Under Section 3 of UGC Act,1956)
Eachanari (Post), Coimbatore-641021,
Tamil Nadu,India.



DEPARTMENT OF MANAGEMENT(UG)

II BBA

PRACTICAL-PRINCIPLES OF MARKETING

SubjectCode:18BAU301

PracticalExamination-October2019

Name :.....

Register Number :.....

Batch :.....



CERTIFICATE

Register Number :

This is to certify that this is a bona fide record of work done by of
IIBBA during the year 2019 for the Practical Examination on Principles of Marketing held
on at Karpagam Academy of Higher Education, Coimbatore-641021.

Staff In-charge
(Dr. Ebenezer Paul Rajan T.Y)
Examiners

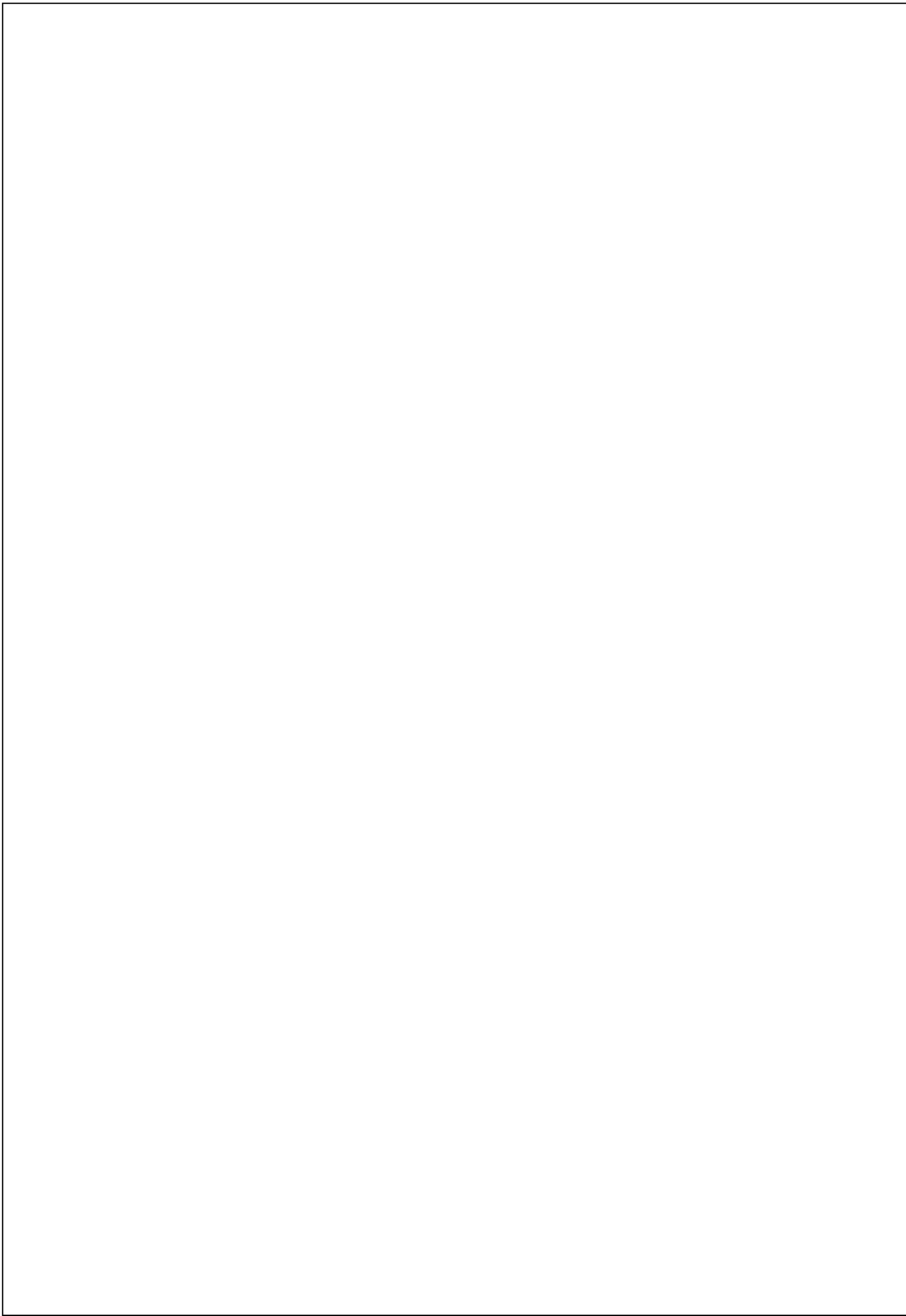
Head of the Department
(Dr. M. Nandhini)

1.....(Internal)

2.....(External)



EX NO.	DATE	TITLE OF THE PROGRAMME	PAGE NO.	SIGNATURE OF FACULTY
1	19:06:2019	1.ANALYSIS CASE STUDY ON SELLING AND MARKETING CONCEPT		
	26:06:2019	2.PERFORM THE SWOT AND PESTLE ANALYSIS		
2	09:07:2019	1.IDENTIFY THE PRODUCT MIX OF THE SELECTED COMPANY		
	30:07:2019	2.PREPARE MARKET SEGMENTATION FOR ANY COMPANY		
3	13:08:2019	1.ANALYSIS THE PRODUCT LIFE CYCLE		
	24:09:2019	2.ANALYSIS THE CASE STUDY ON BRANDING		
4	27:09:2019	ANALYSIS THE DISTRIBUTION AND PRICING STRATERGY USED BY THE SELECTED PRODUCT		
5	30:09:2019	1.ANALYSIS THE PROMOTION MIX USED BY THE SELECTED COMPANY		
	04:10:2019	2.ANALYSIS THE CASE STUDY ON SOCIAL MARKETING		





Rossini, Durga and Rohit were friends from college days and now they are doing different types of business. They regularly meet and discuss their business ideas and exchange notes on customer satisfaction marketing products, product designing, selling techniques, social concern etc..

In one of such meeting Rossini drew the attention of Durga and Rohit towards the exploitation of customer. She told that most of the sellers were exploiting the consumers in various ways and were not paying attention towards the social ethical and ecological aspects of marketing were as she was not doing so.

Durga told that they were under pressure to satisfy the consumer, but stated that the consumer would not buy or not buy enough unless they were additvately convinced and motivated for the sale.

Rohit stressed that a company cannot achieve its objectives without understanding the needs of the customer. It was the duty of the business man to keep consumer satisfaction in mind. The business is done by the resources made available to them by the society. In further stated that he himself was taking into consideration the needs of the customer.

Identify the various type of thinking among friends towards business.

Ex No: 1.1
19:06:2019

**ANALYSIS CASE STUDY ON SELLING AND
MARKETING CONCEPT**

Output:

Social marketing concept:

The main focus of this philosophy is on both the needs of the potential buyers.

Selling concept:

The main focus of this philosophy is on existing products.

Marketing concept:

The main focus of this philosophy is on customer needs.

RESULT:

Thus case study on selling and marketing concept was successfully verified.

CASESTUDY-2

Mohana ltd is a company dealing in distribution of medical equipment. The company recently imported 50000 units of sugar testing machines to test the sugar level without taking blood samples. For deciding the marketing strategy the CEO of the company call the meeting of the marketing heads of different zone. In marketing Sandeep the north zone marketing head suggested that since the machine was sophisticated they need to visit hospital personally. To explain its working to the hospital staff who would be using the machines. He also suggest that additional trained people may be recruited for the same

Evaluate another zone head said that since lot of money has been spent on import of machines. The company was sort of funds to pay the additional staff.

Rahul a newly appointed zone head south suggested that the size of the order is not large.

Identify the factors influencing the choice of channels of distribution.

Ex no:1.1

19:06:2019

**ANALYSIS CASE STUDY ON SELLING
AND MARKETING CONCEPT**

SOLUTION:

→Analysis

- Product related factors

- Market related factors

- Product related factors:

It has been mentioned that the machine was sophisticated.

- Market related factor:

It has been mentioned the size of the order is not large.

[Geographical concentration of potential buyers]

→Decision

Direct marketing – personal interview, online.

RESULT:

Thus the case study was analysed and it is defined.

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Threat;

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Ex No: 1.2

24:06:2019

SWOT ANALYSIS AND PESTLE ANALYSIS

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Sector	Food& beverages
Tagline/slogan	
USP	Understands that its strength lies in consolidating its source diary farmed, development bond with farmers.

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A PESTLE analysis is used as a strategic tool to measure industry dynamics through recognition of the core political, economic, social, technological, legal and environmental Forces /changes having influence on the industry. Table two below presents a PESTLE analysis for the industry Nestlé are present with in and this information is then used to form a critical discussion for the future strategic options available to the firm.

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<ul style="list-style-type: none"> ❖ Changing regulation Surrounding food standards and marketing actions. ❖ Government stability in new Emerging economies–question of risk as part of the internationalisation process. ❖ Changing global regulations – Standardised practice yet adaptation to different political forces. 	<ul style="list-style-type: none"> ❖ Awareness and knowledge of Changing inflation, economic growth rates and Income levels. ❖ Changing consumer budgets, Rise of the cost conscious consumers. ❖ Rising price of raw material Goods in relation to the need to source from sustainable suppliers.
Social <ul style="list-style-type: none"> ➔ Changing consumer attitudes –move towards healthier products inline with government initiativessupporting balance diets and the dangers of sugar. ➔ Changing lifestyle– return back to home looking and the promotion of Family time in a world of convenience. ➔ The need to adapt to Different cultural settings i.e. language, Religious beliefs and family settings. 	Technological <ul style="list-style-type: none"> ➔ Rise of social media, Consumers interacting with firms and being able to do so across arrange of platforms. ➔ Innovation fuelled by Technological developments. ➔ E-commerce as a Platform for Development.
LEGAL <ul style="list-style-type: none"> ➤ Changing nature of regulation 	ENVIRONMENT <ul style="list-style-type: none"> ➤ Increased attention directed towards corporate.

The following marketing objectives are proposed in relation to the firm's baby milk products:

1. To increase interaction with consumers using social media as a platform.
- 2 .To increase sales by 10% through a promotional campaign across an integrated set of marketing platforms.
3. To follow a relationship marketing campaign to increase interactions with consumers to enhance understanding of the consumer base.

CORPORATE OBJECTIVES:

- ❖ It is important that an alignment exists between corporate Objectives, brand image and firm activities.
- ❖ The overall corporate objective of Nestlé is to be one of the World's best and largest brands in the food industry.
- ❖ To break this down further, there is a need to apply individual Firm level marketing objectives to a specific brand within their portfolio.
- ❖ This section focuses upon the presentation of marketing Objectives and strategies for Nestlé's baby milk products.

MARKETING OBJECTIVES:

- ❖ Marketing objectives identify a target market and market need And apply this to the brands they are offering. With regard to the baby milk products
- ❖ Nestlé offers, one of their core marketing objectives should Relate to improving sales through the use of social media outlets.
- ❖ Aligned to the rise of relationship marketing and the need to Develop a deeper, emotional connection with consumers it is argued that one of the marketing objectives for increasing sales of this product needs to be related to understanding the consumer base.

RESULT:-

Thus SWOT and PESTLE analysis for a company is prepared and presented



Ex No: 2.1
9:07:2019

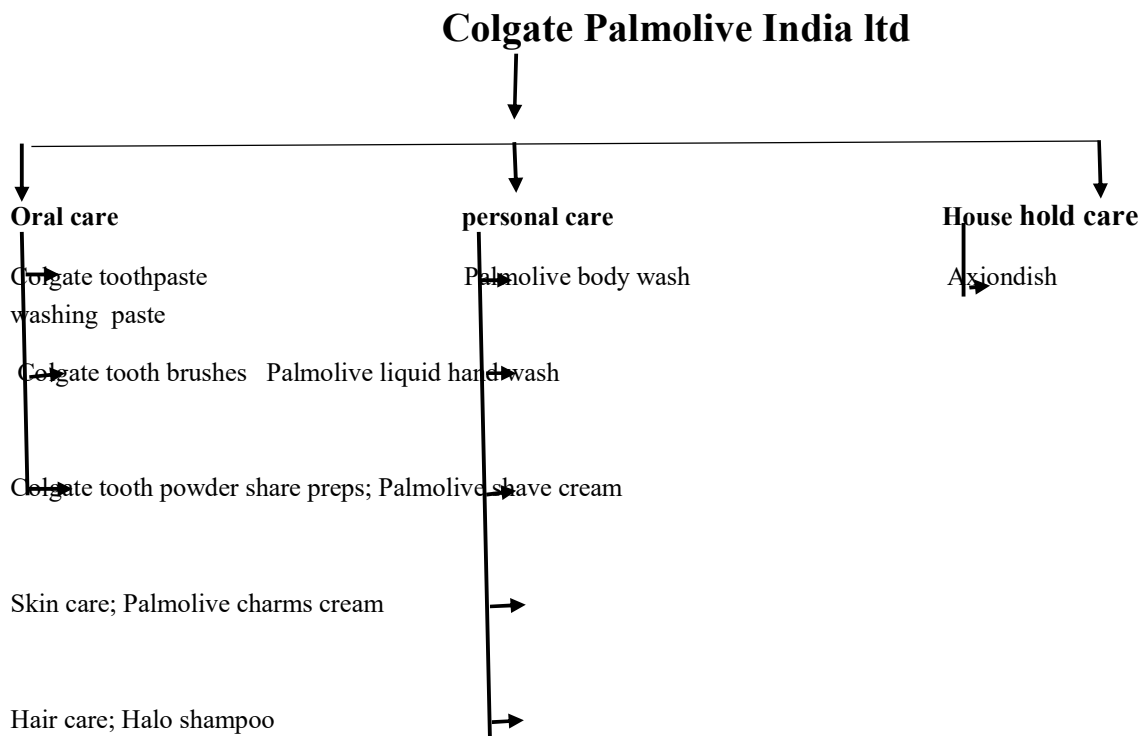
IDENTIFY THE PRODUCT MIX OF THE SELECTED COMPANY

Aim:

To prepare and present development of the product mix of the Colgate company.

Procedure:

Product mix of Colgate





Oral care:

Colgate Dental cream

Colgate Active salt

Colgate Max fresh

Colgate Total

Colgate Visible white

Colgate Max

Colgate Sensitive pro-relief tooth brush

Colgate 360 tooth brush

Personal care:

Palmolive thermal spa

Palmolive aroma shower gel-relaxing

Palmolive natural liquid hand wash family

Palmolive natural moisturizing body wash and honey

Professional oral care:

Colgate sensitive

Colgate sensitive pro-relief

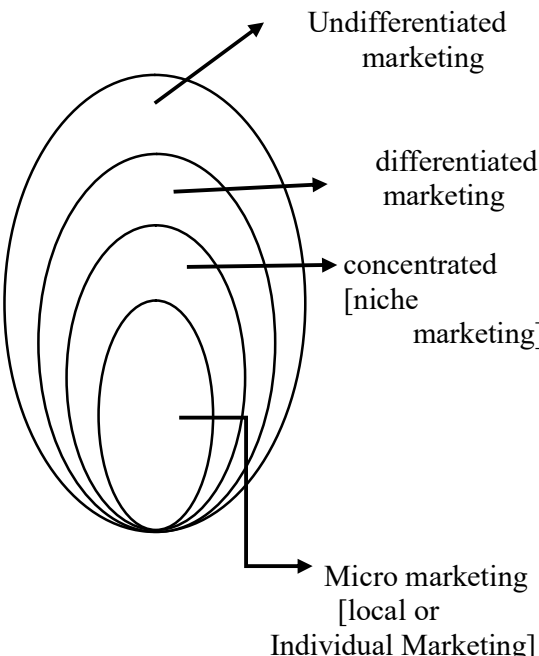
Colgate gel

Colgate visible white

Result:

Thus the product mix of Colgate Company is presented

<p>Market segmentation for any FMCG products</p>	<p>Market segmentation</p> <p>It is the process that companies use to divide large heterogeneous market into small market that can be reached more effectively and effectively with products and services that match their unique needs.</p>
--	---

<p>Requirements for effective segmentation:- To be useful a market segment must be;</p> <ul style="list-style-type: none"> •Measurable •Accessible •Sustainable •Differentiable •Actionable 	<p>Market targeting:</p>  <p>Undifferentiated marketing</p> <p>differentiated marketing</p> <p>concentrated [niche marketing]</p> <p>Micro marketing [local or Individual Marketing]</p>
---	---

Ex No: 2.2

30:07:2019

MARKET SEGMENTATION

PREPARE MARKET SEGMENTATION FOR ANY COMPANY PRODUCT

Aim:

To prepare and present the development of market segmentation for any company product.

Market segmentation:-

Segmenting:

- Consumer markets
 - Business markets
 - International markets

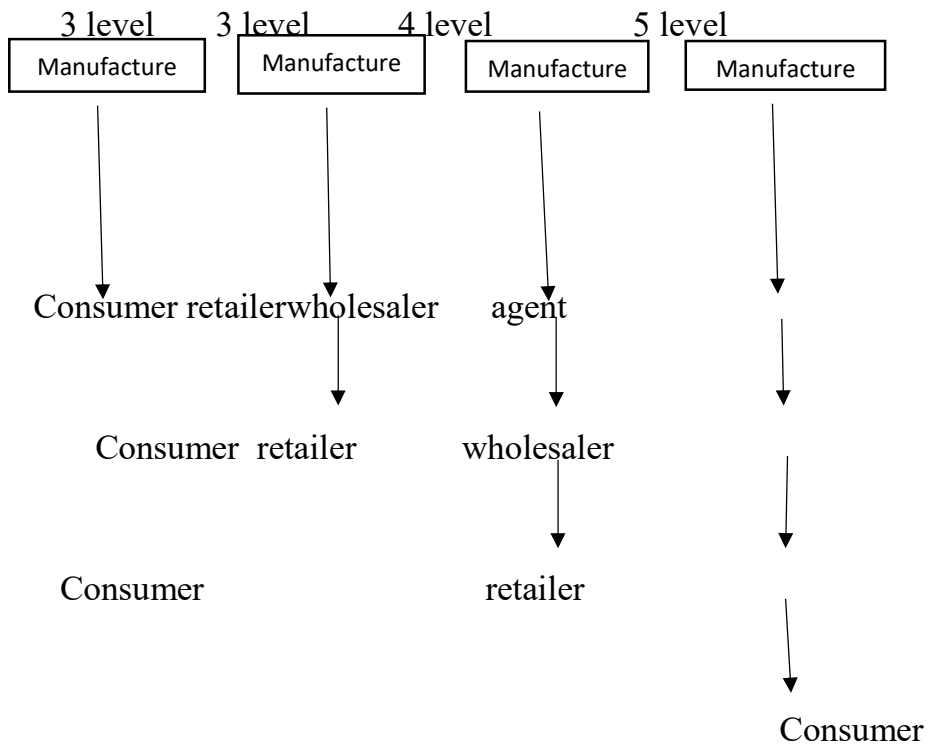
Segmenting consumer markets:

Marketers try different segmentation variables, alone and in combination, to find the best way to view the market structure

- Geographic segmentation
- Demographic segmentation
 - Psychological segmentation
 - Behavioral segmentation

Length of channel

Channel length=no of level in a distribution channel



Manufacturer → **Consumer**

- Direct selling
- No middle man required
- Simplest & shortest channel
- Fast &Economic
- Adopted by both small product's big firms.

Segmenting business market

Business buyers can be segmented by using many of the same variables as consumers

- Geographically
 - Demographically [industry, company, size]
 - Behaviorally [benefits, sought, user status, user rate, loyalty status]

Result:-

Thus market segmentation for FMCG product is prepared and presented.

Johnson's and Johnson's company profile

Johnson & Johnson is a holding company which engages in research and development manufacture and sales of the product in health care field.

It operates through following segments

Consumer

Pharmaceutical

Medical device

Shareholders:

Other institutional 36.90%

Mutual fund holders -33.28%

Individual shareholders -0.10%

Ex No: 3.1

13:08:2019

ANALYSIS OF THE PRODUCT LIFE CYCLE

Aim:

Product life cycle of the selected product of the selected company.

Procedure:

Introduction:

This stage where the product introduced to the market and the sales are slightly low.

Growth:

The phase where in the sales of the product increases monthly due to heavy promotions done for the brand and product.

Maturity:

The phase where in the product is well known with the customer and is doing well in market.

Decline:

The brand and product identify is on the decreasing slope and sales number face a decline.

- Johnson's baby powder is the product life cycle starts well back with the introduction in 1950's with the growth of the product among the people starting from 1962 with increasing profit.

- It attained maturity phase in the early 1970's.

Since then there is the look back for the product till early 2000's during when the product started declining in sales due to the entry of several other global brands in the save category in INDIA.



However there was only a slight decline and with the recovery of sales.

The product still prevails in the market and the hearts of the consumers with constants sales in the market.

Thus the product follows in a growth slump maturity pattern.

Result:

Thus the product life cycle is prepared and presented.

TVS MOTORS

PROFILE

Name of the organization - Vijay Lakshmi TVS

Name of the company - Vijay Lakshmi TVS

Gokul road,
Hugli

Year of establishment - 2003

Brand of directors -Manjuanth [hurkadi] Chairman

Business growth:

The two wheelers being a major part of the industry are growing strongly with the growth of INDIA.

Group profile:

TVS Motor Company

- 3 manufacturing units

- One vehicle rolled-out every 10 second PT TVS Motor company-Indonesia

- 1.5 lakhs vehicle capacity

- In house designed Sundram-Clayton

- Three manufacturing units

- 8 ware houses in USA and Europe TVS

- Three manufacturing units

Case study

A case study analysis requires you to investigate a business problem, examine the alternate solution and purpose the most effective solution using supporting evidence.

- The case involves the issues of patent infringement by the defendant and damages for the same. But the threats issued by the defendant for the same case. The case was filed before the Madras High Court in 2007.

- The plaintiffs in [Bajaj Auto Ltd], along with the state of Maharashtra alleged defendants [TVS Motor Company Ltd] of infringement of patent of the plain fills, which concerns the invention of the technology of improved internal combustion engine the remedy sought by the plain fills in that of permanent injunction for prohibiting the defendants from;

1. Using the technology or invention described in the patents of the plain fills.

2. Preventing them from marketing selling offerings for sale or exporting 2/3 wheelers [including the proposed 25cc TVS FLAME Motor Cycle] that contain the disputed combustion engine or product that infringes the patent. They also claim damages from infringement of patent.

3. The suit was pending meanwhile the plain fills brought application before the same court seeking temporary injunction against the defendant for the same relief, which was sought in the suit for the permanent injunction. The application was filed for preventing the infringement of the patent till the pendency of the suit.

4. The suit was pending before the court. Meanwhile the defendant filed an application for preventing the defendants, till the suit is pending, from issuing threats and thereby interfering the launch of their product.

BAJAJ MOTOTS

COMPANY PROFILE

Founder	- Jamnalal Bajaj
Year of establishment	-1926
Industry	- Automotive –two & three wheelers
Business group	- The Bajaj group
Listing & its codes	- BSE-code: 500490 NSE-code: BAJAJ AUTO
Presence	-Distribution network covers 50 countries.
Dominant presence in Sri lanka,	Bangladesh, Columbia, Guatemala, Peru, Egypt, Iran and Indonesia.
Joint venture	-Kawasaki heavy industry of Japan
Registered & Head office	- Akundi Pune-411035 INDIA
	Tel:-(91)-(20)-27472851
	Fax:-(91)-(20)-27473398
Work	-Akundi Pune 411035 Bajaj nagar, Waluj Aurangabad 431136 Chakan industrial area, Chakan Pune-411501.

Brief facts of the case:

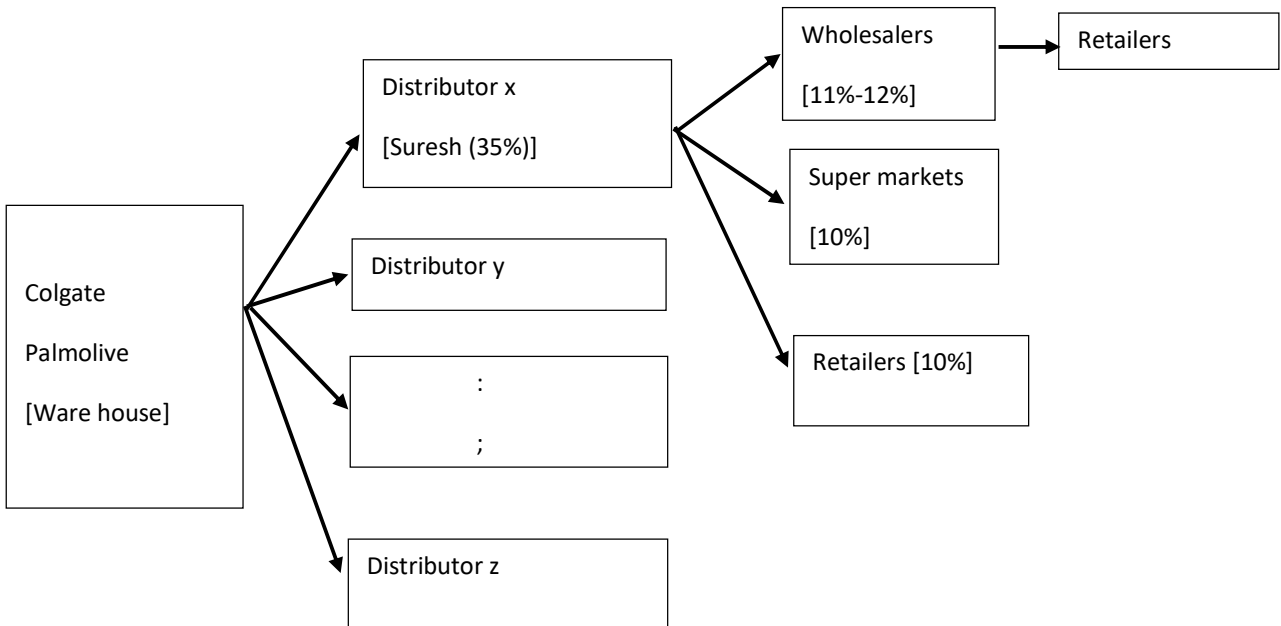
The facts of the case go throughout the various stages Bajaj patent. Bajaj auto ltd [the applicant] claimed that it was granted patent title “An improved internal combustion engine working on four stroke principle” with a priority date of 16thjuly2002. The patent was granted on 7thjuly2005.

- Small displacement engine as reflected by a cylinder core diameter between 45mm and 70mm.
- Combustion of lean air fuel mixtures at predetermined instant.
- TVS files suit under the section 105 and 106 of the patent act 1970, In October 2007, the respondent filed the suit before the Madras high court”, alleging that the statements made by the applicant constituted a groundless threats.
- They learnt that the respondent has also filed a suit for defamation against the applicant in the Bombay.

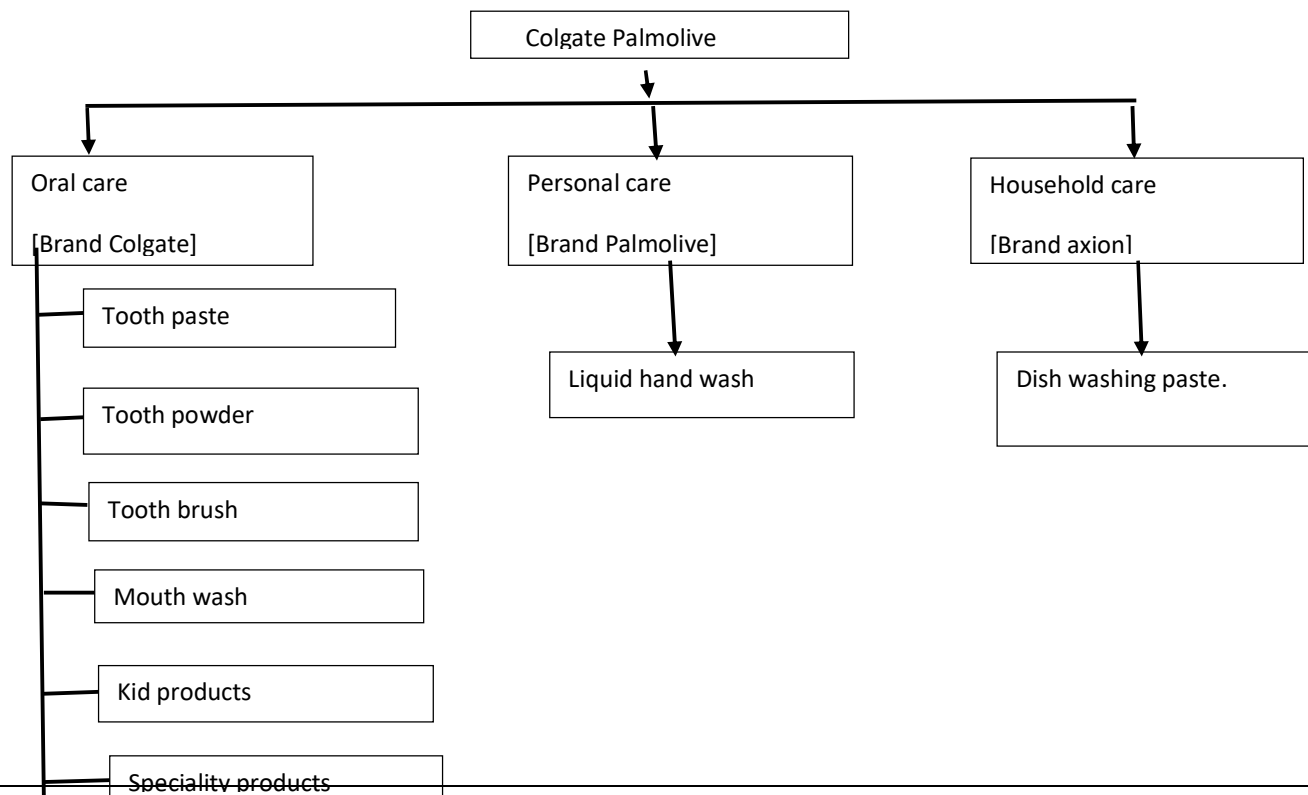
Result:

Thus case study on branding is prepared.

Order of sales hierarchy, distribution and margins



Colgate: product groups



Ex No: 4
27:09:2019

**ANALYSIS THE DISTRIBUTION AND PRICING
STRATEGY USED FOR THE SELECTED
PRODUCT**

Aim:

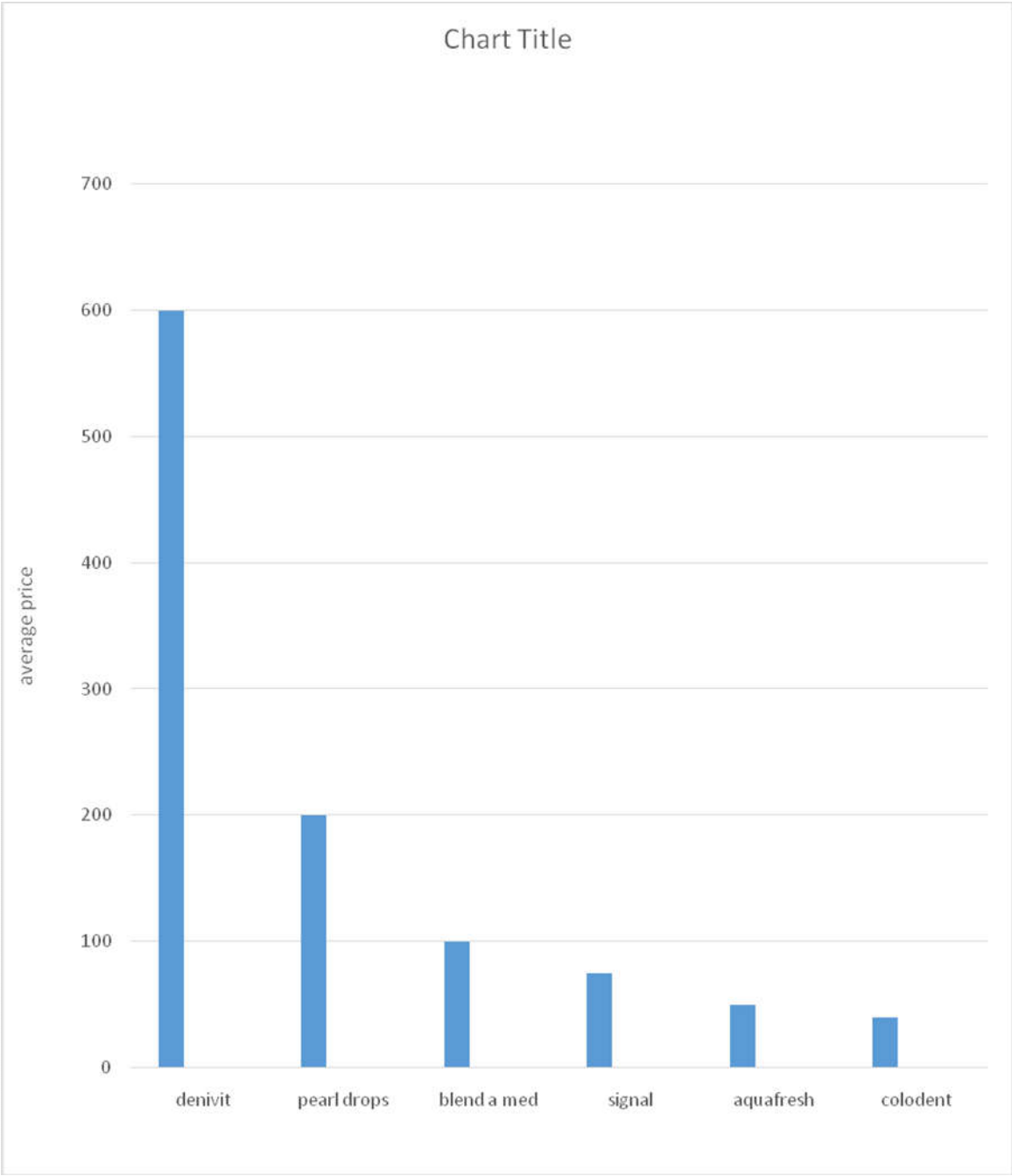
To analysis the distribution and pricing strategy used by the Colgate toothpaste company.

Methodology of the pricing strategy analysis of the toothpaste:-

In this paper the prices of 122 toothpastes[14 brands] available on polish cosmetics market were analyzed in hyper market [Auchan, Carrefour, Kaufland, real, servos, Tesco] ion 2001 in Poznan in the period between august 15 and September 15 analyzed products came from 8 main procedures; proctor & gamble [blend-a-med], Colgate-Palmolive[Colgate, Culloden], Unilever [signal], Henkel [Vedemecum, davit], GlaxoSmithKline [agro fresh, Paradontox, Sensodyne], gulch& Dwight [pearls drops] and DR. Thesis Naturwaren[Lacalut].

During analysis all researched toothpaste were divided into 8 categories depending on their application.

- refreshing
 - whitening
 - herbal
 - desensitizing
 - antiquaries
 - multi care
 - gums protecting
 - intended for children



Discussion:

- price is a value that will purchase a definite quality, weight or other measures of a good or services.

- As a consideration given in exchanges for transfer of ownership, price forms the essential basis of commercial transactions.

- It may be fixed by a contract, let to be determined by an agreed upon the formula at a future data, or discovered or negotiated during the course of dealing between the parties involved.

- In commerce, price is determined when

- A buyer is willing to pay

- seller is willing to accept

- the competition is allowing to be charged

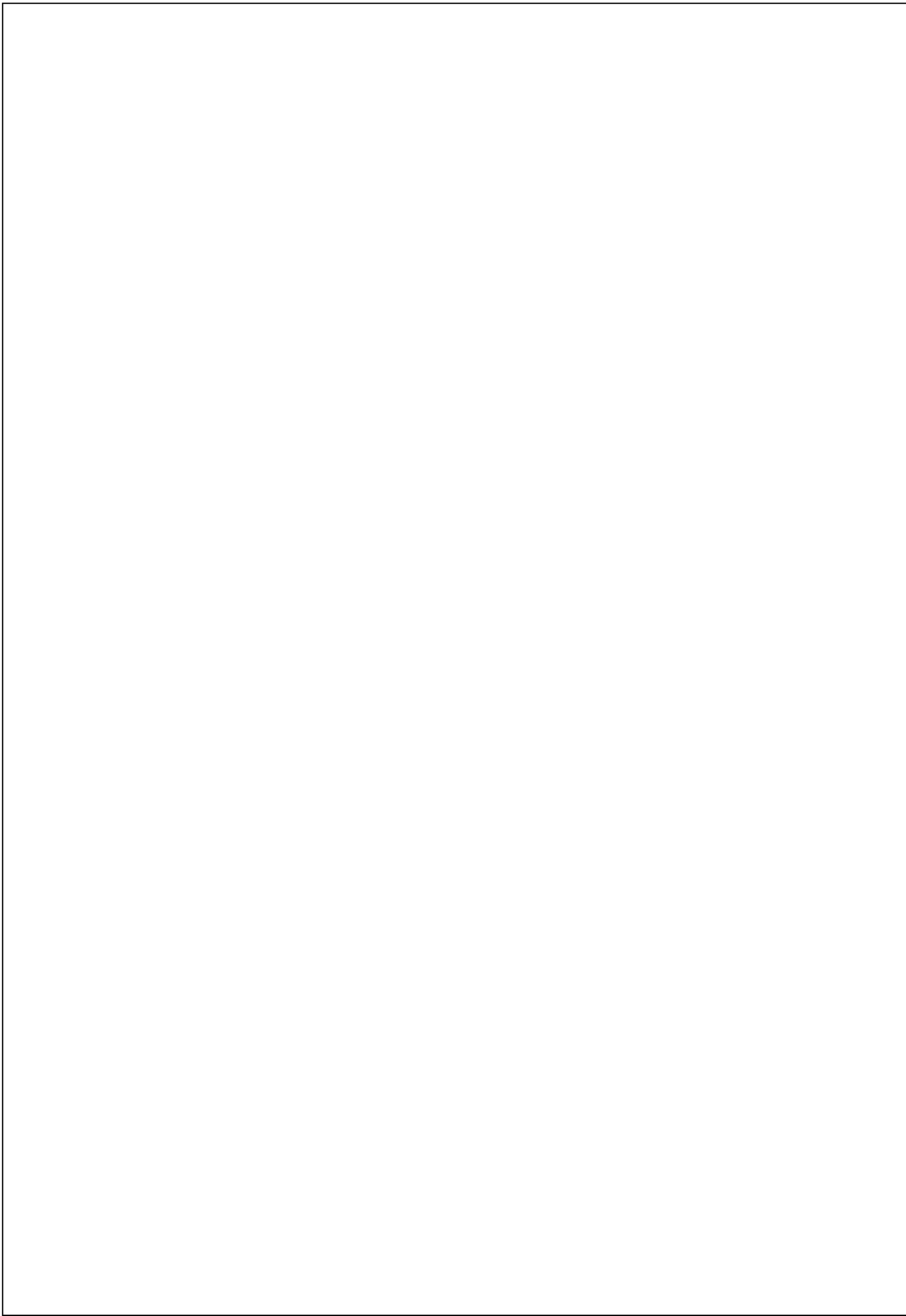
- pricing strategies play a very important role in each organization's strategy.

- a process of establishing a pricing strategy consists both of economic and noneconomic process condition.

- related product pricing means that a product's price is low itself but the organization makes its profit by after sale services, example: renewing the ink cartridges.

- Psychological pricing is designed to have a positive psychological impact. For examples: selling a product at PLN 3.99, rather than PLN 4.00.

Related product pricing means that a product's price is low itself but the organization makes its profit by after sale services, Example: renewing the link cartridges.



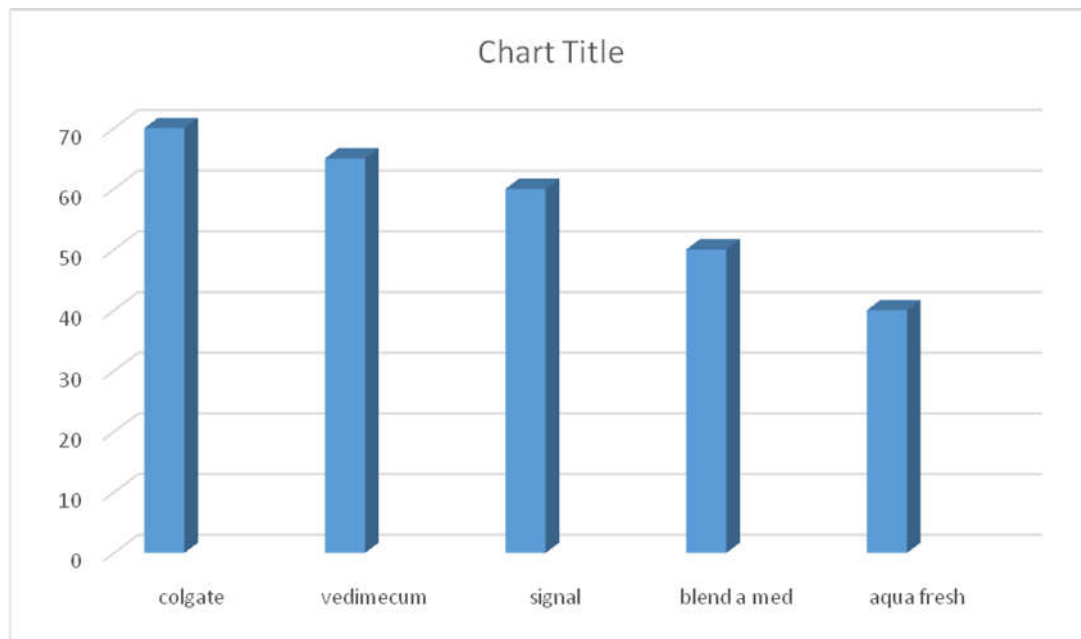


FIG: 1 average price of refreshing toothpaste available on polish cosmetics market.

- The price differentiated a lot, then pearls drops and last group consists of toothpastes of a regular price 39-1000 PLN/liters.

Result:

Thus the pricing and distribution strategy of Colgate Company is prepared.

Producer marketing activities

[Personal selling, trade

Promotion, other]

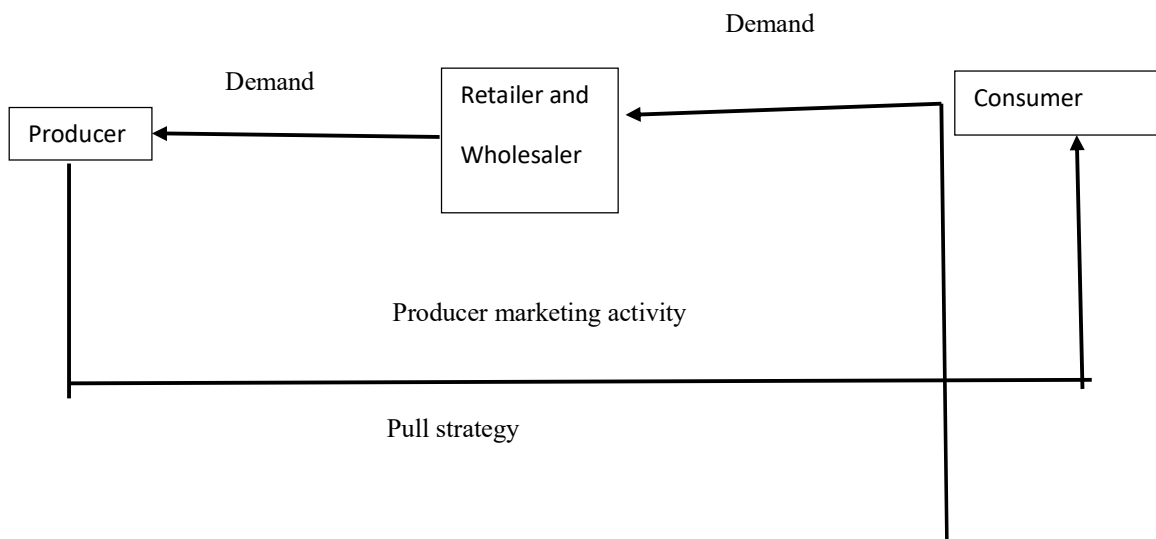
reseller marketing activities

[Personal selling, advertising,

sales promotion, others]



In a push strategy the company [pushes] the product to resellers, who in turn [push] it's to consumers



In a pull strategy, the company promotes directly to final consumer creating a demand vacuum that "pulls" the product through the channel. Most companies use some combination of push and pull.

Ex No: 5.1

30:09:2019

**ANALYSIS THE PROMOTION MIX USED BY
SELECTED COMPANY [COLGATE].**

Aim:

To analysis the promotion mix used by the Colgate company.

Promotion mix and strategies:

As seen in the graphic above, the promotion mix includes the following promotion tools.

- Advertising
- Personal selling
- Sales promotion
- Public relations
- Direct marketing

Advertising:

•One of the most advantages promotion mix includes a firm can use is advertising.

•It can be used to reach a large range of potential consumers at a relatively low cost.

•Advertising, messages, such as television, commercials are usually repeated many times, exposing consumers to repeat viewing of the promotion.

•We applied this promotion tool to our market planning assignment by planning to use television commercials, bill board, and other forms of advertising to promote the I phone K.

Personal selling:

•The personal selling tool is extremely effective because it involves interaction between two or more people.

Promotion mix

- Advertising
- Personal selling
- Sales promotion
- Public relations
- Direct marketing

- This gives a sales promotion the chance to communicate and highlight aspects uses to release new and updated version of products.

Direct marketing:

All forms of this promotion tool share the following characteristics.

- Less public
 - Immediate
 - Customized
 - Interactive
- The purpose of this marketing is to create highly tailored message with the goal of building strong customer relationship.

Personal selling:

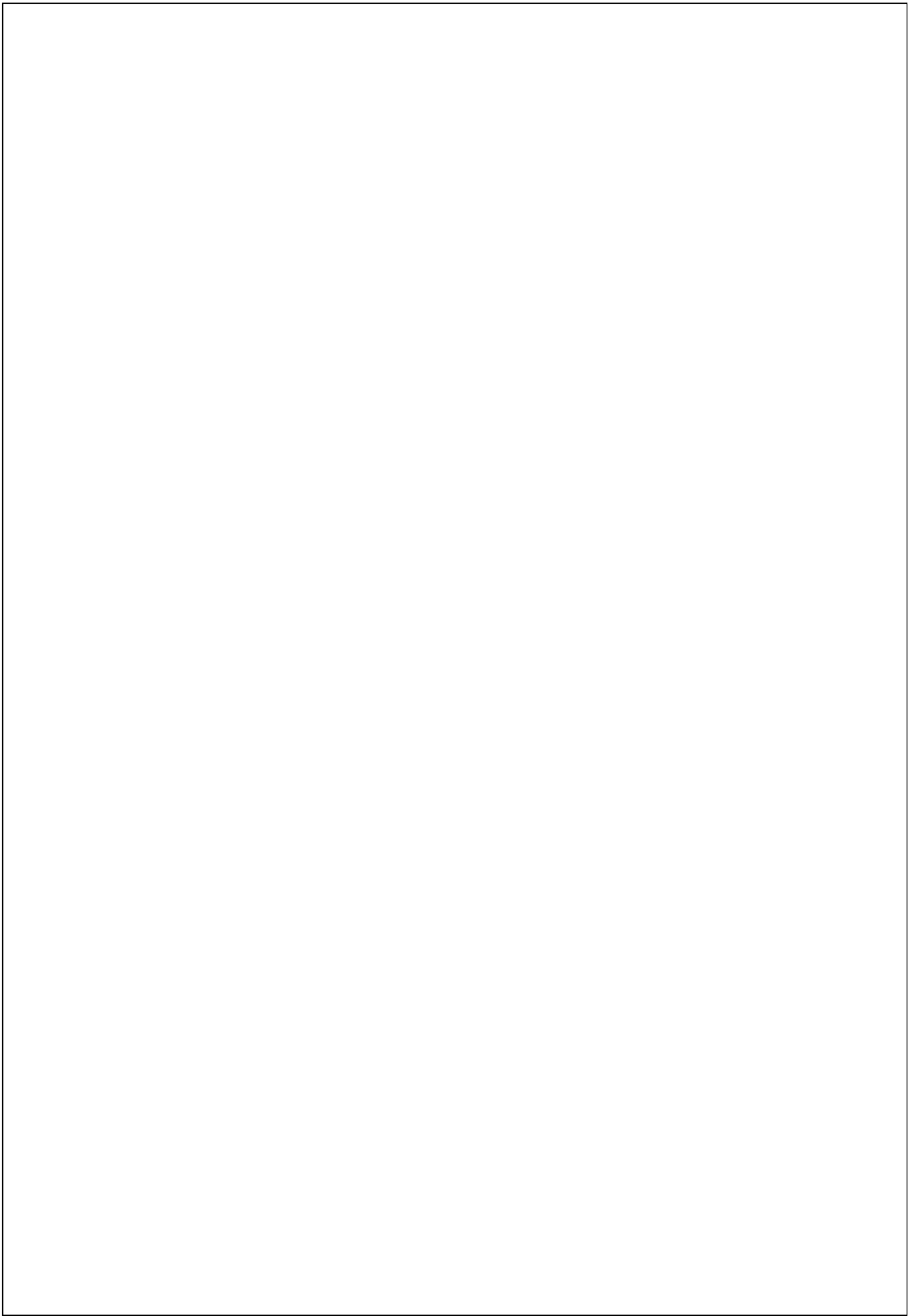
- The personal selling tool is extremely effective because it involves interaction between two or more people.
- It also gives the customer the chance to receive immediate answer to any question the may have regarding the product or services.

Sales promotion:

- Coupons, contests, discounts and premium are the forms of sales promotion
- These promotion give strong incentive for consumer to purchase products and services because it increases their received value.

Trade fair and exhibitions:

- Advertising
 - Sponsorship
 - Online promotions



Role of promotions:

- To communicate with individuals, groups or organization directly or indirectly
- Facilitate exchanges by informing and persuading one or more audiences to accept an organization's product.
- Communicate with their customer

Design communication to your specific target audience.

Objective of the study:

- To identify the promotion tools used in ELITE super market.
- To measure the influence of promotion mix
- To assess the responses of the consumers towards the promotional strategies
- To suggest measures for promoting sales
- To identify the consumer preference
- To help in developing promotional plans of the company.

Result:

Thus the promotion mix of the Colgate Company is prepared.

Understand various issues and challenges in social marketing

Study the social marketing campaigns launched by TOL and analyze whether TOL was

Successful in achieving the objectives of its campaigns.

Understand the role of cause- related marketing in exchanging brand image.

Explore ways to make the teach INDIA initiative could be made sustainable.

Ex No: 5.2

04:10:2019

ANALYSIS THE CASE STUDY ON SOCIAL MARKETING

SOCIAL MARKETING

This case is about the times of India's [TOI] social marketing initiatives. Though TOI was one of the largest circulated newspapers in the world. It was criticized for promoting yellow journalism. In order to build its brand image, TOI adopted social marketing strategy and projected itself as an agent of social change by launching or services of social campaigns highlighting social issues one of them was 'Teach India'

According to the feedback received from the "led India" campaign, India would not be able to lead unless its populace was literate and that the teach India campaign was launched. The first phase invited citizen of the country to volunteer with a nongovernment organization [NGO] in their locality and spend two hours a week teaching under privileged children. The second phase which started at the end of 2008, selected students from top educational institutes all over the country who were willing to decide two years to teaching the unprivileged.

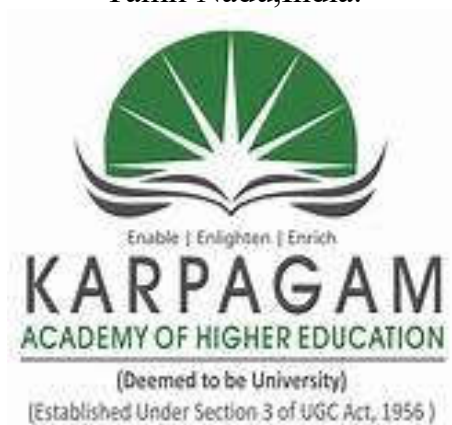
RESULT:

Thus the case study on social marketing is successfully verified.



KARPAGAM ACADEMY OF HIGHER EDUCATION

Deemed to be University
(Established Under Section 3 of UGC Act,1956)
Eachanari (Post), Coimbatore-641021,
Tamil Nadu,India.



DEPARTMENT OF MANAGEMENT(UG)

II BBA

PRACTICAL-PRINCIPLES OF MARKETING

SubjectCode:18BAU301

PracticalExamination-October2019

Name :.....

Register Number :.....

Batch :.....



CERTIFICATE

Register Number :

This is to certify that this is a bona fide record of work done by of
IIBBA during the year 2019 for the Practical Examination on Principles of Marketing held
on at Karpagam Academy of Higher Education, Coimbatore-641021.

Staff In-charge
(Dr. Ebenezer Paul Rajan T.Y)
Examiners

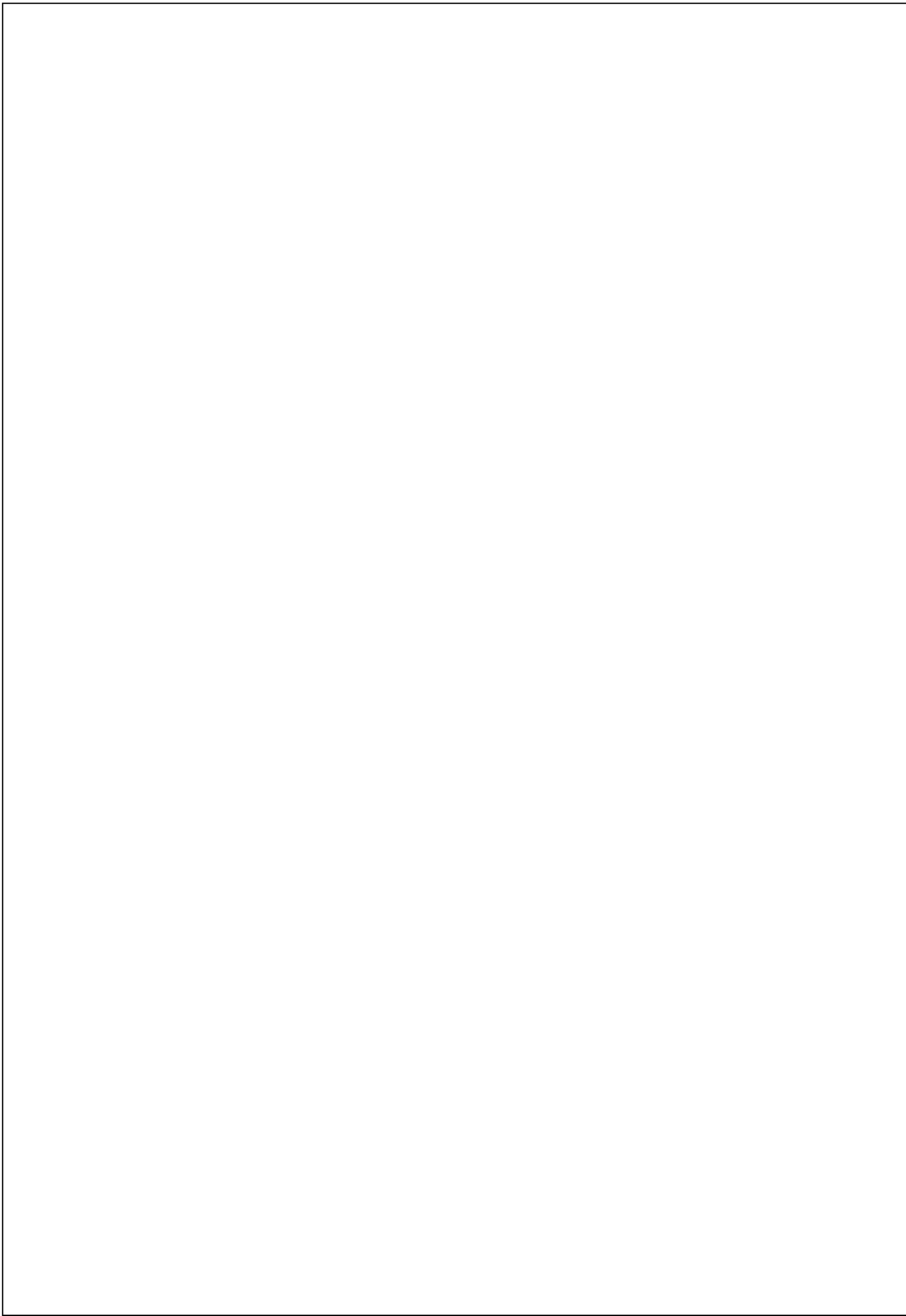
Head of the Department
(Dr. M. Nandhini)

1.....(Internal)

2.....(External)



EX NO.	DATE	TITLE OF THE PROGRAMME	PAGE NO.	SIGNATURE OF FACULTY
1	19:06:2019	1.ANALYSIS CASE STUDY ON SELLING AND MARKETING CONCEPT		
	26:06:2019	2.PERFORM THE SWOT AND PESTLE ANALYSIS		
2	09:07:2019	1.IDENTIFY THE PRODUCT MIX OF THE SELECTED COMPANY		
	30:07:2019	2.PREPARE MARKET SEGMENTATION FOR ANY COMPANY		
3	13:08:2019	1.ANALYSIS THE PRODUCT LIFE CYCLE		
	24:09:2019	2.ANALYSIS THE CASE STUDY ON BRANDING		
4	27:09:2019	ANALYSIS THE DISTRIBUTION AND PRICING STRATERGY USED BY THE SELECTED PRODUCT		
5	30:09:2019	1.ANALYSIS THE PROMOTION MIX USED BY THE SELECTED COMPANY		
	04:10:2019	2.ANALYSIS THE CASE STUDY ON SOCIAL MARKETING		





Rossini, Durga and Rohit were friends from college days and now they are doing different types of business. They regularly meet and discuss their business ideas and exchange notes on customer satisfaction marketing products, product designing, selling techniques, social concern etc..

In one of such meeting Rossini drew the attention of Durga and Rohit towards the exploitation of customer. She told that most of the sellers were exploiting the consumers in various ways and were not paying attention towards the social ethical and ecological aspects of marketing were as she was not doing so.

Durga told that they were under pressure to satisfy the consumer, but stated that the consumer would not buy or not buy enough unless they were additvately convinced and motivated for the sale.

Rohit stressed that a company cannot achieve its objectives without understanding the needs of the customer. It was the duty of the business man to keep consumer satisfaction in mind. The business is done by the resources made available to them by the society. In further stated that he himself was taking into consideration the needs of the customer.

Identify the various type of thinking among friends towards business.

Ex No: 1.1
19:06:2019

**ANALYSIS CASE STUDY ON SELLING AND
MARKETING CONCEPT**

Output:

Social marketing concept:

The main focus of this philosophy is on both the needs of the potential buyers.

Selling concept:

The main focus of this philosophy is on existing products.

Marketing concept:

The main focus of this philosophy is on customer needs.

RESULT:

Thus case study on selling and marketing concept was successfully verified.

CASESTUDY-2

Mohana ltd is a company dealing in distribution of medical equipment. The company recently imported 50000 units of sugar testing machines to test the sugar level without taking blood samples. For deciding the marketing strategy the CEO of the company call the meeting of the marketing heads of different zone. In marketing Sandeep the north zone marketing head suggested that since the machine was sophisticated they need to visit hospital personally. To explain its working to the hospital staff who would be using the machines. He also suggest that additional trained people may be recruited for the same

Evaluate another zone head said that since lot of money has been spent on import of machines. The company was sort of funds to pay the additional staff.

Rahul a newly appointed zone head south suggested that the size of the order is not large.

Identify the factors influencing the choice of channels of distribution.

Ex no:1.1

19:06:2019

**ANALYSIS CASE STUDY ON SELLING
AND MARKETING CONCEPT**

SOLUTION:

→Analysis

- Product related factors

- Market related factors

- Product related factors:

It has been mentioned that the machine was sophisticated.

- Market related factor:

It has been mentioned the size of the order is not large.

[Geographical concentration of potential buyers]

→Decision

Direct marketing – personal interview, online.

RESULT:

Thus the case study was analysed and it is defined.

SWOT ANALYSIS FOR HATSUN AGRO PRODUCT LTD.

Strength;

- Units handle 2 million liters of milk per day. Its unit have modern laborites compare equipped for an extensive quality.

Weakness;

- Online per capita availabilities of food grains
- Raising cost of animal fodder.

Opportunities;

- Demand of milk is likely the use continuously and there is sustainable growth potential
- Increase in population and use income levels will see shift in consumption

Threat;

- Gloomy global economic environmental the increase in price of petroleum products and he is creating cost of power.

Ex No: 1.2

24:06:2019

SWOT ANALYSIS AND PESTLE ANALYSIS

Aim:

To prepare and perform the SWOT and PEST analysis for any company products.

SWOT ANALYSIS

- SWOT analysis [Strength, Weakness, Opportunities and Threats analysis] is a frame work for identifying and analyzing the internal and external factors that can have an impact on the viability of project, product, place or prison.

- SWOT analysis is most commonly used by business entities, but it also used by nonprofit organization and to a lesser degree individuals for personal assessment. Additionally it can be used to assets initiatives products or projects.

- The framework is credited to about Humphrey, who used to approach in the 1960's and 1970's at the Stanford research institute.

Elements of SWOT analysis

As its name stated a SWOT analysis examines four elements.

Strength:- Internal attributes and resources that support a successful outcomes.

Weakness:- internal attributes and resources that works against a successful outcome.

Opportunities:- external factors that entity can capitalize on or use its advantages.

Threats:- external factors that could reparative the entity's success.

Hatsun AGRO BRAND ANALYSIS	
Parent	Company Hatsun AgriProduct Ltd
category	Food processing
Sector	Food& beverages
Tagline/slogan	
USP	Understands that its strength lies in consolidating its source diary farmed, development bond with farmers.

PESTLE Analysis:

A PESTLE analysis is used as a strategic tool to measure industry dynamics through recognition of the core political, economic, social, technological, legal and environmental Forces /changes having influence on the industry. Table two below presents a PESTLE analysis for the industry Nestlé are present with in and this information is then used to form a critical discussion for the future strategic options available to the firm.

Table Two: PESTLE analysis

The PESTLE analysis below identifies a number of forces, which have influence on industry dynamics. Of these forces, perhaps the most prominent are social forces, which relate to differences in consumer behaviour .As an international firm, Nestlé have to be able to ensure a level of adaptation, which is appropriate to different markets driven by different cultures and consumer preferences.

Political	Economic
<ul style="list-style-type: none"> ❖ Changing regulation Surrounding food standards and marketing actions. ❖ Government stability in new Emerging economies–question of risk as part of the internationalisation process. ❖ Changing global regulations – Standardised practice yet adaptation to different political forces. 	<ul style="list-style-type: none"> ❖ Awareness and knowledge of Changing inflation, economic growth rates and Income levels. ❖ Changing consumer budgets, Rise of the cost conscious consumers. ❖ Rising price of raw material Goods in relation to the need to source from sustainable suppliers.
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- ❖ Nestlé offers, one of their core marketing objectives should Relate to improving sales through the use of social media outlets.
- ❖ Aligned to the rise of relationship marketing and the need to Develop a deeper, emotional connection with consumers it is argued that one of the marketing objectives for increasing sales of this product needs to be related to understanding the consumer base.

RESULT:-

Thus SWOT and PESTLE analysis for a company is prepared and presented



Ex No: 2.1
9:07:2019

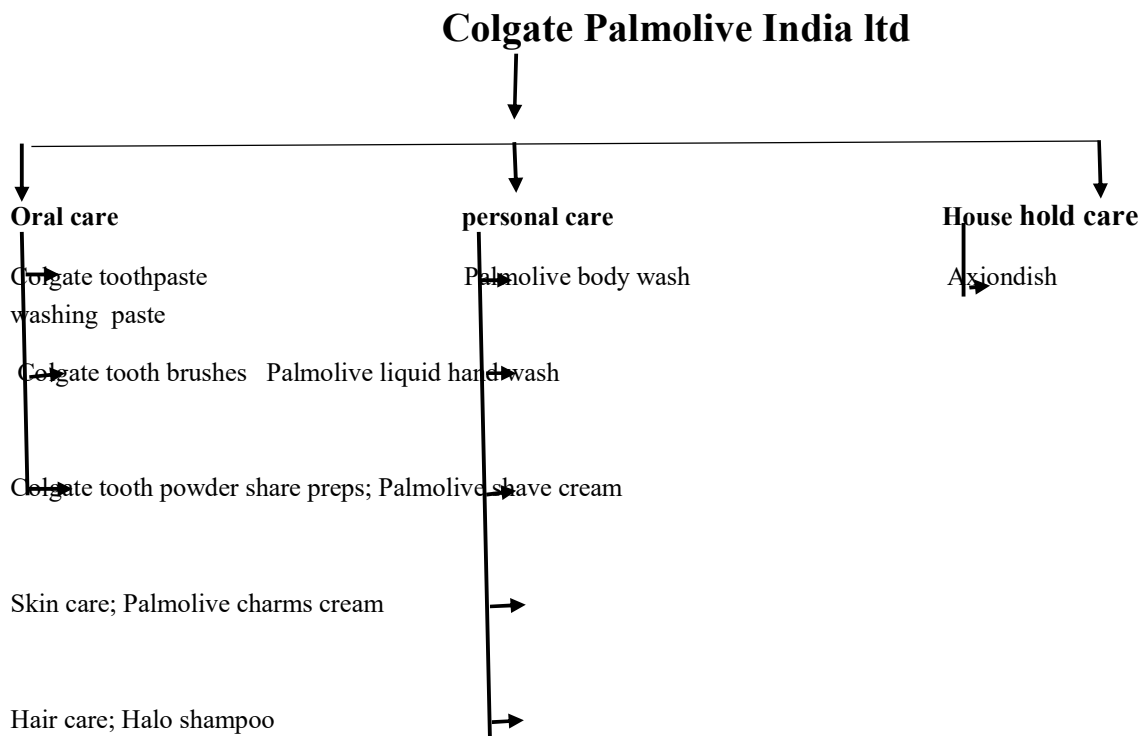
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Aim:

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Procedure:

Product mix of Colgate





Oral care:

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Colgate Total
Colgate Visible white
Colgate Max
Colgate Sensitive pro-relief tooth brush
Colgate 360 tooth brush

Personal care:

Palmolive thermal spa
Palmolive aroma shower gel-relaxing
Palmolive natural liquid hand wash family
Palmolive natural moisturizing body wash and honey

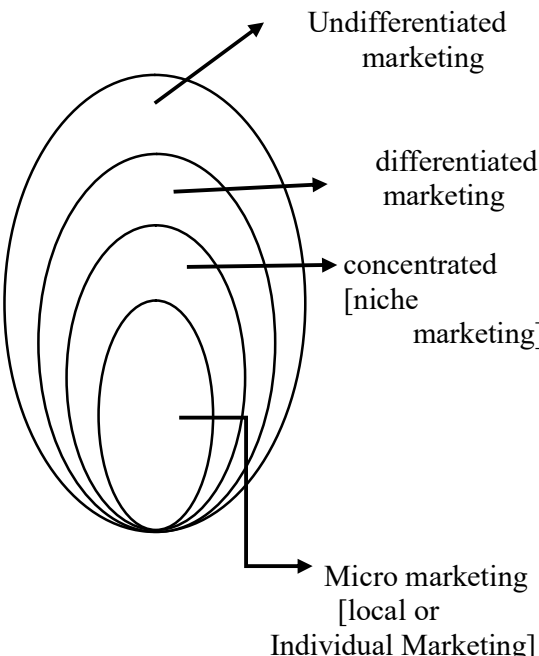
Professional oral care:

Colgate sensitive
Colgate sensitive pro-relief
Colgate gel
Colgate visible white

Result:

Thus the product mix of Colgate Company is presented

<p>Market segmentation for any FMCG products</p>	<p>Market segmentation</p> <p>It is the process that companies use to divide large heterogeneous market into small market that can be reached more effectively and effectively with products and services that match their unique needs.</p>
--	---

<p>Requirements for effective segmentation:- To be useful a market segment must be;</p> <ul style="list-style-type: none"> •Measurable •Accessible •Sustainable •Differentiable •Actionable 	<p>Market targeting:</p> 
---	--

Ex No: 2.2

30:07:2019

MARKET SEGMENTATION

PREPARE MARKET SEGMENTATION FOR ANY COMPANY PRODUCT

Aim:

To prepare and present the development of market segmentation for any company product.

Market segmentation:-

Segmenting:

- Consumer markets
 - Business markets
 - International markets

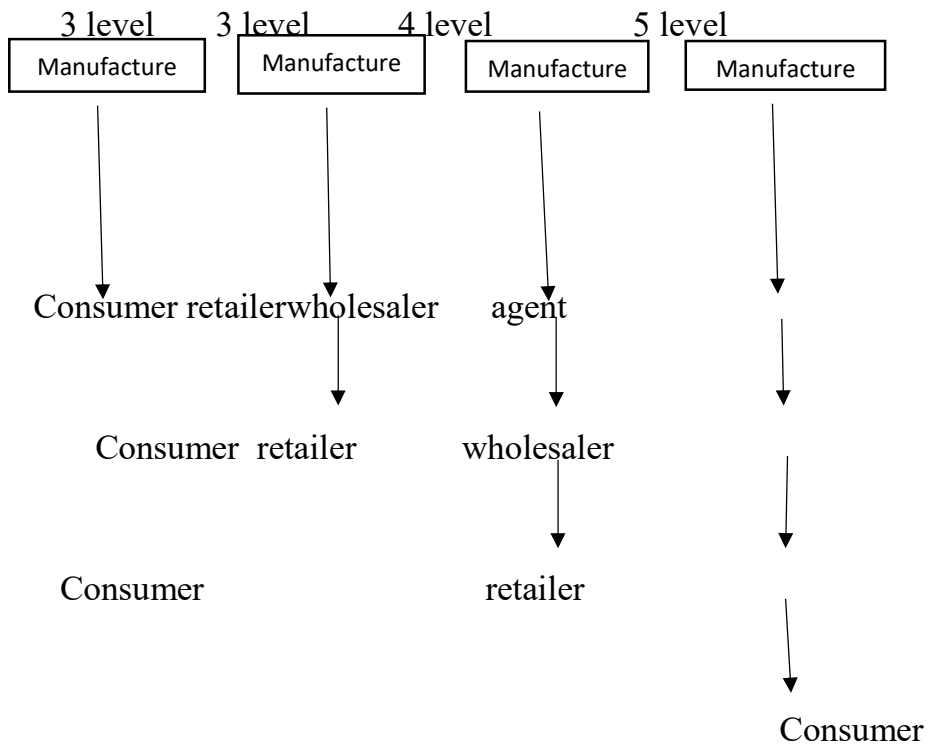
Segmenting consumer markets:

Marketers try different segmentation variables, alone and in combination, to find the best way to view the market structure

- Geographic segmentation
- Demographic segmentation
 - Psychological segmentation
 - Behavioral segmentation

Length of channel

Channel length=no of level in a distribution channel



Manufacturer → **Consumer**

- Direct selling
- No middle man required
- Simplest & shortest channel
- Fast &Economic
- Adopted by both small product's big firms.

Segmenting business market

Business buyers can be segmented by using many of the same variables as consumers

- Geographically
 - Demographically [industry, company, size]
 - Behaviorally [benefits, sought, user status, user rate, loyalty status]

Result:-

Thus market segmentation for FMCG product is prepared and presented.

Johnson's and Johnson's company profile

Johnson & Johnson is a holding company which engages in research and development manufacture and sales of the product in health care field.

It operates through following segments

Consumer

Pharmaceutical

Medical device

Shareholders:

Other institutional 36.90%

Mutual fund holders -33.28%

Individual shareholders -0.10%

Ex No: 3.1

13:08:2019

ANALYSIS OF THE PRODUCT LIFE CYCLE

Aim:

Product life cycle of the selected product of the selected company.

Procedure:

Introduction:

This stage where the product introduced to the market and the sales are slightly low.

Growth:

The phase where in the sales of the product increases monthly due to heavy promotions done for the brand and product.

Maturity:

The phase where in the product is well known with the customer and is doing well in market.

Decline:

The brand and product identify is on the decreasing slope and sales number face a decline.

•Johnson's baby powder is the product life cycle starts well back with the introduction in 1950's with the growth of the product among the people starting from 1962 with increasing profit.

•It attained maturity phase in the early 1970's.

Since then there is the look back for the product till early 2000's during when the product started declining in sales due to the entry of several other global brands in the save category in INDIA.



However there was only a slight decline and with the recovery of sales.

The product still prevails in the market and the hearts of the consumers with constants sales in the market.

Thus the product follows in a growth slump maturity pattern.

Result:

Thus the product life cycle is prepared and presented.

TVS MOTORS

PROFILE

Name of the organization - Vijay Lakshmi TVS

Name of the company - Vijay Lakshmi TVS

Gokul road,
Hugli

Year of establishment - 2003

Brand of directors -Manjuanth [hurkadi] Chairman

Business growth:

The two wheelers being a major part of the industry are growing strongly with the growth of INDIA.

Group profile:

TVS Motor Company

- 3 manufacturing units

- One vehicle rolled-out every 10 second PT TVS Motor company-Indonesia

- 1.5 lakhs vehicle capacity

- In house designed Sundram-Clayton

- Three manufacturing units

- 8 ware houses in USA and Europe TVS

- Three manufacturing units

Case study

A case study analysis requires you to investigate a business problem, examine the alternate solution and purpose the most effective solution using supporting evidence.

- The case involves the issues of patent infringement by the defendant and damages for the same. But the threats issued by the defendant for the same case. The case was filed before the Madras High Court in 2007.

- The plaintiffs in [Bajaj Auto Ltd], along with the state of Maharashtra alleged defendants [TVS Motor Company Ltd] of infringement of patent of the plain fills, which concerns the invention of the technology of improved internal combustion engine the remedy sought by the plain fills in that of permanent injunction for prohibiting the defendants from;

1. Using the technology or invention described in the patents of the plain fills.

2. Preventing them from marketing selling offerings for sale or exporting 2/3 wheelers [including the proposed 25cc TVS FLAME Motor Cycle] that contain the disputed combustion engine or product that infringes the patent. They also claim damages from infringement of patent.

3. The suit was pending meanwhile the plain fills brought application before the same court seeking temporary injunction against the defendant for the same relief, which was sought in the suit for the permanent injunction. The application was filed for preventing the infringement of the patent till the pendency of the suit.

4. The suit was pending before the court. Meanwhile the defendant filed an application for preventing the defendants, till the suit is pending, from issuing threats and thereby interfering the launch of their product.

BAJAJ MOTOTS

COMPANY PROFILE

Founder	- Jamnalal Bajaj
Year of establishment	-1926
Industry	- Automotive –two & three wheelers
Business group	- The Bajaj group
Listing & its codes	- BSE-code: 500490 NSE-code: BAJAJ AUTO
Presence	-Distribution network covers 50 countries.
Dominant presence in Sri lanka,	Bangladesh, Columbia, Guatemala, Peru, Egypt, Iran and Indonesia.
Joint venture	-Kawasaki heavy industry of Japan
Registered & Head office	- Akundi Pune-411035 INDIA
	Tel:-(91)-(20)-27472851
	Fax:-(91)-(20)-27473398
Work	-Akundi Pune 411035 Bajaj nagar, Waluj Aurangabad 431136 Chakan industrial area, Chakan Pune-411501.

Brief facts of the case:

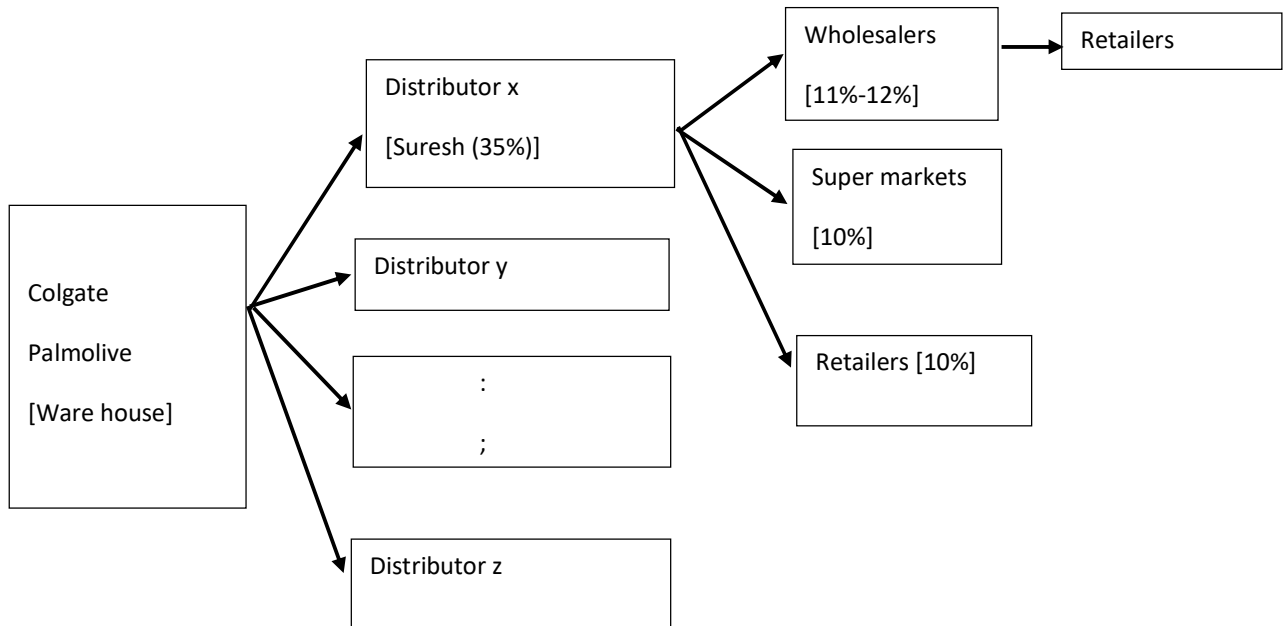
The facts of the case go throughout the various stages Bajaj patent. Bajaj auto ltd [the applicant] claimed that it was granted patent title “An improved internal combustion engine working on four stroke principle” with a priority date of 16thjuly2002. The patent was granted on 7thjuly2005.

- Small displacement engine as reflected by a cylinder core diameter between 45mm and 70mm.
- Combustion of lean air fuel mixtures at predetermined instant.
- TVS files suit under the section 105 and 106 of the patent act 1970, In October 2007, the respondent filed the suit before the Madras high court”, alleging that the statements made by the applicant constituted a groundless threats.
- They learnt that the respondent has also filed a suit for defamation against the applicant in the Bombay.

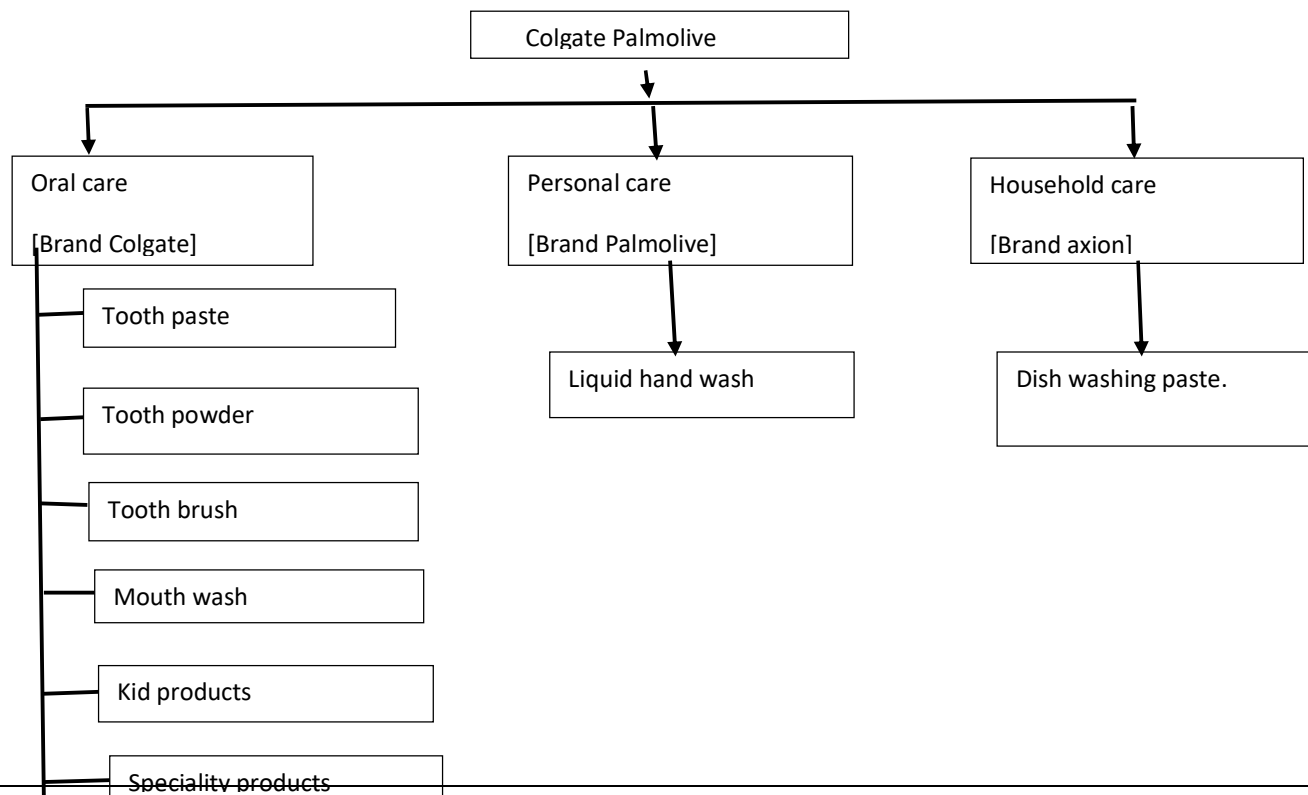
Result:

Thus case study on branding is prepared.

Order of sales hierarchy, distribution and margins



Colgate: product groups



Ex No: 4
27:09:2019

**ANALYSIS THE DISTRIBUTION AND PRICING
STRATEGY USED FOR THE SELECTED
PRODUCT**

Aim:

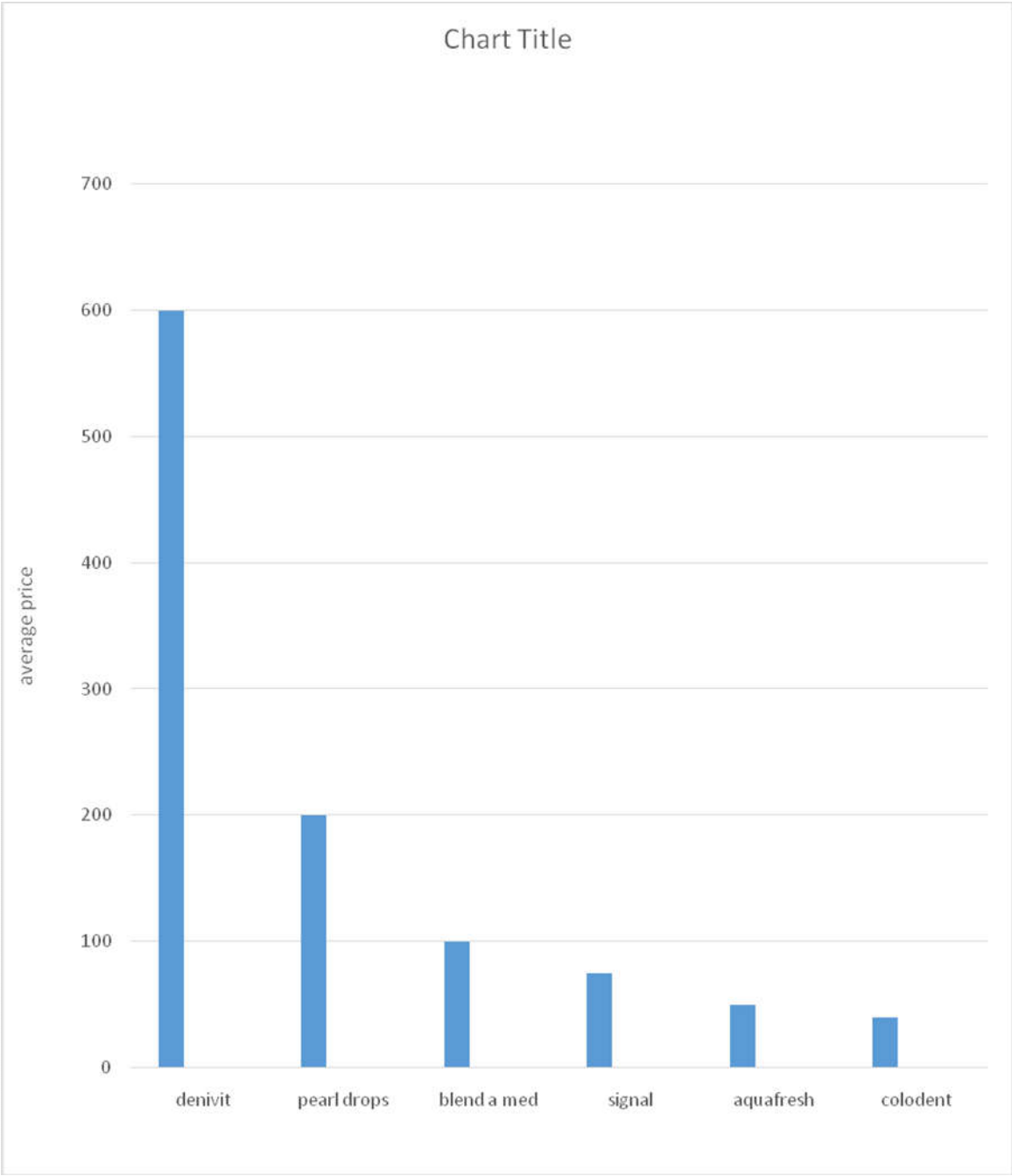
To analysis the distribution and pricing strategy used by the Colgate toothpaste company.

Methodology of the pricing strategy analysis of the toothpaste:-

In this paper the prices of 122 toothpastes[14 brands] available on polish cosmetics market were analyzed in hyper market [Auchan, Carrefour, Kaufland, real, servos, Tesco] ion 2001 in Poznan in the period between august 15 and September 15 analyzed products came from 8 main procedures; proctor & gamble [blend-a-med], Colgate-Palmolive[Colgate, Culloden], Unilever [signal], Henkel [Vedemecum, davit], GlaxoSmithKline [agro fresh, Paradontox, Sensodyne], gulch& Dwight [pearls drops] and DR. Thesis Naturwaren[Lacalut].

During analysis all researched toothpaste were divided into 8 categories depending on their application.

- refreshing
 - whitening
 - herbal
 - desensitizing
 - antiquaries
 - multi care
 - gums protecting
 - intended for children



Discussion:

- price is a value that will purchase a definite quality, weight or other measures of a good or services.

- As a consideration given in exchanges for transfer of ownership, price forms the essential basis of commercial transactions.

- It may be fixed by a contract, let to be determined by an agreed upon the formula at a future data, or discovered or negotiated during the course of dealing between the parties involved.

- In commerce, price is determined when

 - A buyer is willing to pay

 - seller is willing to accept

 - the competition is allowing to be charged

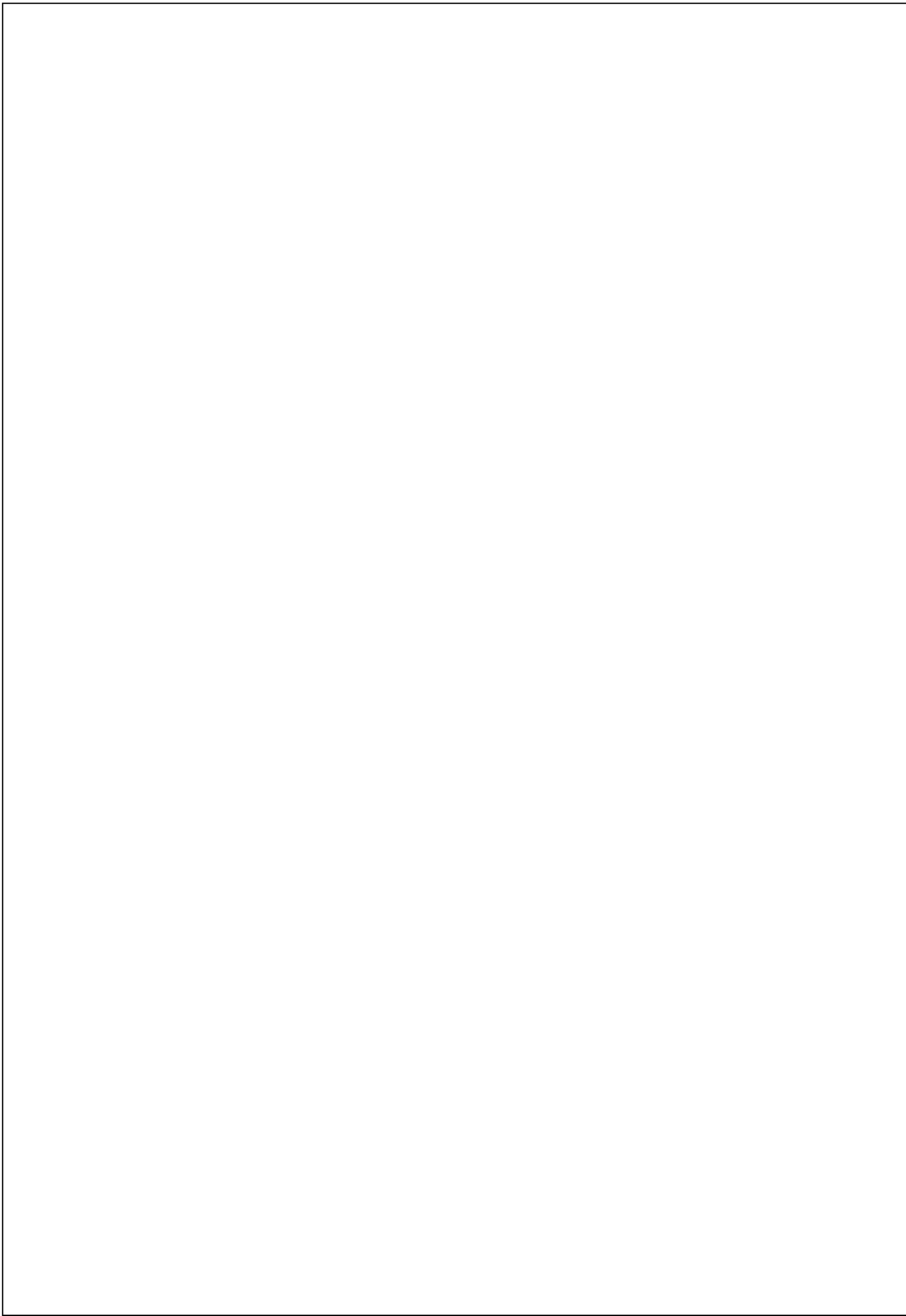
- pricing strategies play a very important role in each organization's strategy.

- a process of establishing a pricing strategy consists both of economic and noneconomic process condition.

- related product pricing means that a product's price is low itself but the organization makes its profit by after sale services, example: renewing the ink cartridges.

- Psychological pricing is designed to have a positive psychological impact. For examples: selling a product at PLN 3.99, rather than PLN 4.00.

Related product pricing means that a product's price is low itself but the organization makes its profit by after sale services, Example: renewing the link cartridges.



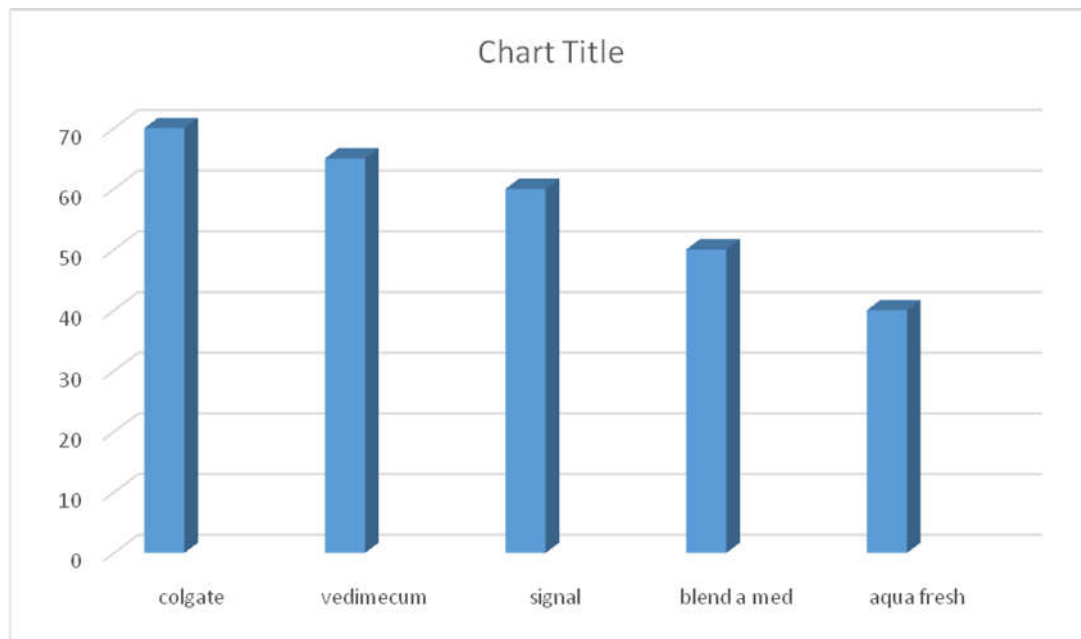


FIG: 1 average price of refreshing toothpaste available on polish cosmetics market.

- The price differentiated a lot, then pearls drops and last group consists of toothpastes of a regular price 39-1000 PLN/liters.

Result:

Thus the pricing and distribution strategy of Colgate Company is prepared.

Producer marketing activities

[Personal selling, trade

Promotion, other]

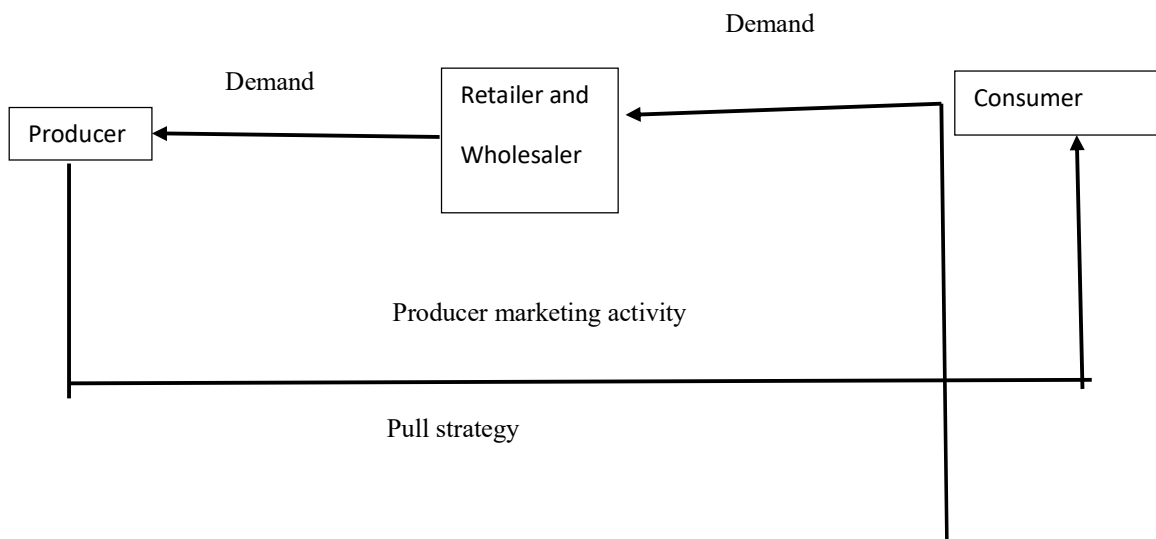
reseller marketing activities

[Personal selling, advertising,

sales promotion, others]



In a push strategy the company [pushes] the product to resellers, who in turn [push] it's to consumers



In a pull strategy, the company promotes directly to final consumer creating a demand vacuum that "pulls" the product through the channel. Most companies use some combination of push and pull.

Ex No: 5.1

30:09:2019

**ANALYSIS THE PROMOTION MIX USED BY
SELECTED COMPANY [COLGATE].**

Aim:

To analysis the promotion mix used by the Colgate company.

Promotion mix and strategies:

As seen in the graphic above, the promotion mix includes the following promotion tools.

- Advertising
- Personal selling
- Sales promotion
- Public relations
- Direct marketing

Advertising:

•One of the most advantages promotion mix includes a firm can use is advertising.

•It can be used to reach a large range of potential consumers at a relatively low cost.

•Advertising, messages, such as television, commercials are usually repeated many times, exposing consumers to repeat viewing of the promotion.

•We applied this promotion tool to our market planning assignment by planning to use television commercials, bill board, and other forms of advertising to promote the I phone K.

Personal selling:

•The personal selling tool is extremely effective because it involves interaction between two or more people.

Promotion mix

- Advertising
- Personal selling
- Sales promotion
- Public relations
- Direct marketing

- This gives a sales promotion the chance to communicate and highlight aspects uses to release new and updated version of products.

Direct marketing:

All forms of this promotion tool share the following characteristics.

- Less public
 - Immediate
 - Customized
 - Interactive
- The purpose of this marketing is to create highly tailored message with the goal of building strong customer relationship.

Personal selling:

- The personal selling tool is extremely effective because it involves interaction between two or more people.
- It also gives the customer the chance to receive immediate answer to any question the may have regarding the product or services.

Sales promotion:

- Coupons, contests, discounts and premium are the forms of sales promotion
- These promotion give strong incentive for consumer to purchase products and services because it increases their received value.

Trade fair and exhibitions:

- Advertising
 - Sponsorship
 - Online promotions



Role of promotions:

- To communicate with individuals, groups or organization directly or indirectly
- Facilitate exchanges by informing and persuading one or more audiences to accept an organization's product.
- Communicate with their customer

Design communication to your specific target audience.

Objective of the study:

- To identify the promotion tools used in ELITE super market.
- To measure the influence of promotion mix
- To assess the responses of the consumers towards the promotional strategies
- To suggest measures for promoting sales
- To identify the consumer preference
- To help in developing promotional plans of the company.

Result:

Thus the promotion mix of the Colgate Company is prepared.

Understand various issues and challenges in social marketing

Study the social marketing campaigns launched by TOL and analyze whether TOL was

Successful in achieving the objectives of its campaigns.

Understand the role of cause- related marketing in exchanging brand image.

Explore ways to make the teach INDIA initiative could be made sustainable.

Ex No: 5.2

04:10:2019

ANALYSIS THE CASE STUDY ON SOCIAL MARKETING

SOCIAL MARKETING

This case is about the times of India's [TOI] social marketing initiatives. Though TOI was one of the largest circulated newspapers in the world. It was criticized for promoting yellow journalism. In order to build its brand image, TOI adopted social marketing strategy and projected itself as an agent of social change by launching or services of social campaigns highlighting social issues one of them was 'Teach India'

According to the feedback received from the "led India" campaign, India would not be able to lead unless its populace was literate and that the teach India campaign was launched. The first phase invited citizen of the country to volunteer with a nongovernment organization [NGO] in their locality and spend two hours a week teaching under privileged children. The second phase which started at the end of 2008, selected students from top educational institutes all over the country who were willing to decide two years to teaching the unprivileged.

RESULT:

Thus the case study on social marketing is successfully verified.



KARPAGAM ACADEMY OF HIGHER EDUCATION

Deemed to be University
(Established Under Section 3 of UGC Act,1956)
Eachanari (Post), Coimbatore-641021,
Tamil Nadu,India.



DEPARTMENT OF MANAGEMENT(UG)

II BBA

PRACTICAL-PRINCIPLES OF MARKETING

SubjectCode:18BAU301

PracticalExamination-October2019

Name :.....

Register Number :.....

Batch :.....



CERTIFICATE

Register Number :

This is to certify that this is a bona fide record of work done by of
IIBBA during the year 2019 for the Practical Examination on Principles of Marketing held
on at Karpagam Academy of Higher Education, Coimbatore-641021.

Staff In-charge
(Dr. Ebenezer Paul Rajan T.Y)
Examiners

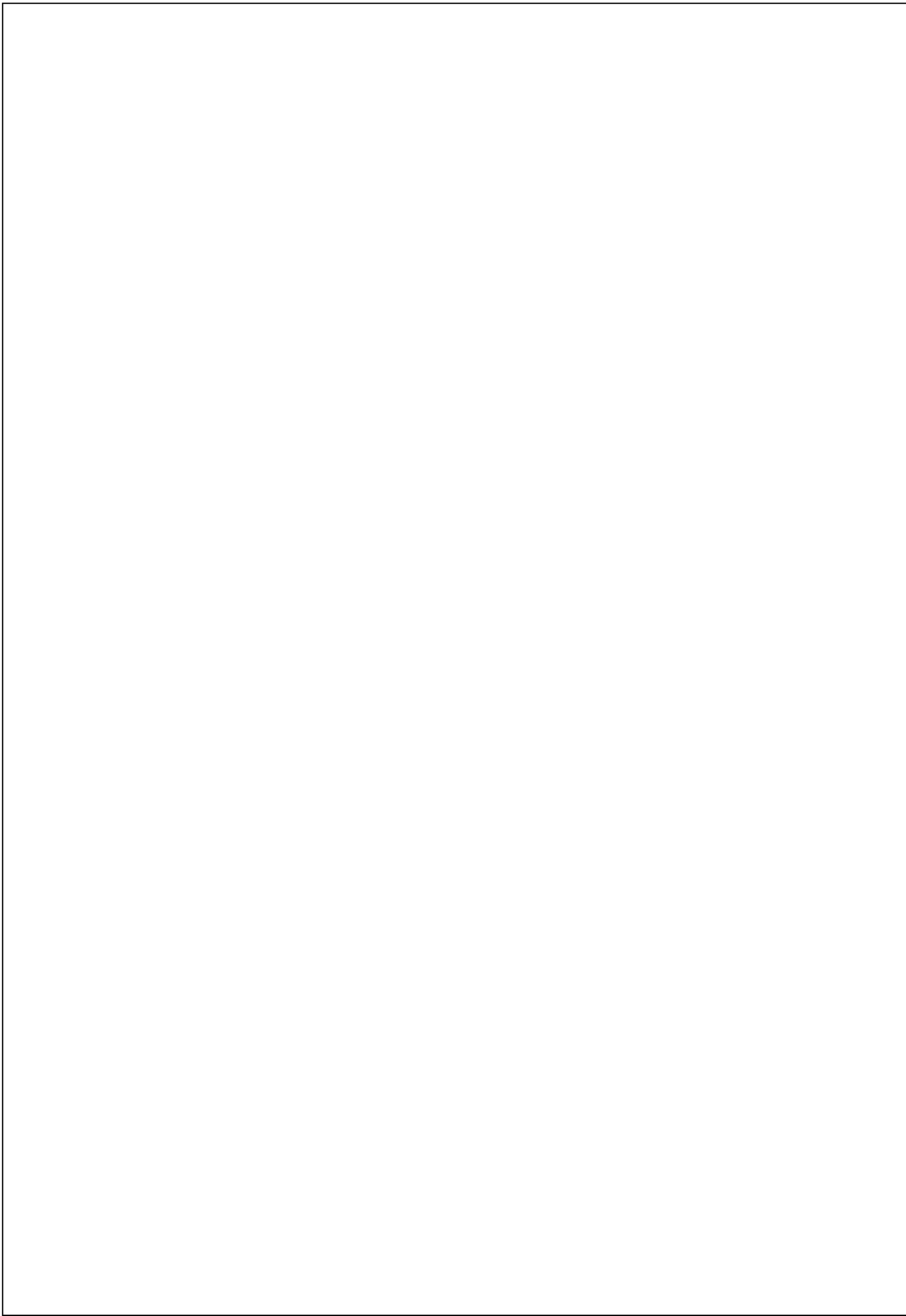
Head of the Department
(Dr. M. Nandhini)

1.....(Internal)

2.....(External)



EX NO.	DATE	TITLE OF THE PROGRAMME	PAGE NO.	SIGNATURE OF FACULTY
1	19:06:2019	1.ANALYSIS CASE STUDY ON SELLING AND MARKETING CONCEPT		
	26:06:2019	2.PERFORM THE SWOT AND PESTLE ANALYSIS		
2	09:07:2019	1.IDENTIFY THE PRODUCT MIX OF THE SELECTED COMPANY		
	30:07:2019	2.PREPARE MARKET SEGMENTATION FOR ANY COMPANY		
3	13:08:2019	1.ANALYSIS THE PRODUCT LIFE CYCLE		
	24:09:2019	2.ANALYSIS THE CASE STUDY ON BRANDING		
4	27:09:2019	ANALYSIS THE DISTRIBUTION AND PRICING STRATERGY USED BY THE SELECTED PRODUCT		
5	30:09:2019	1.ANALYSIS THE PROMOTION MIX USED BY THE SELECTED COMPANY		
	04:10:2019	2.ANALYSIS THE CASE STUDY ON SOCIAL MARKETING		





Rossini, Durga and Rohit were friends from college days and now they are doing different types of business. They regularly meet and discuss their business ideas and exchange notes on customer satisfaction marketing products, product designing, selling techniques, social concern etc..

In one of such meeting Rossini drew the attention of Durga and Rohit towards the exploitation of customer. She told that most of the sellers were exploiting the consumers in various ways and were not paying attention towards the social ethical and ecological aspects of marketing were as she was not doing so.

Durga told that they were under pressure to satisfy the consumer, but stated that the consumer would not buy or not buy enough unless they were additvately convinced and motivated for the sale.

Rohit stressed that a company cannot achieve its objectives without understanding the needs of the customer. It was the duty of the business man to keep consumer satisfaction in mind. The business is done by the resources made available to them by the society. In further stated that he himself was taking into consideration the needs of the customer.

Identify the various type of thinking among friends towards business.

Ex No: 1.1
19:06:2019

**ANALYSIS CASE STUDY ON SELLING AND
MARKETING CONCEPT**

Output:

Social marketing concept:

The main focus of this philosophy is on both the needs of the potential buyers.

Selling concept:

The main focus of this philosophy is on existing products.

Marketing concept:

The main focus of this philosophy is on customer needs.

RESULT:

Thus case study on selling and marketing concept was successfully verified.

CASESTUDY-2

Mohana ltd is a company dealing in distribution of medical equipment. The company recently imported 50000 units of sugar testing machines to test the sugar level without taking blood samples. For deciding the marketing strategy the CEO of the company call the meeting of the marketing heads of different zone. In marketing Sandeep the north zone marketing head suggested that since the machine was sophisticated they need to visit hospital personally. To explain its working to the hospital staff who would be using the machines. He also suggest that additional trained people may be recruited for the same

Evaluate another zone head said that since lot of money has been spent on import of machines. The company was sort of funds to pay the additional staff.

Rahul a newly appointed zone head south suggested that the size of the order is not large.

Identify the factors influencing the choice of channels of distribution.

Ex no:1.1

19:06:2019

**ANALYSIS CASE STUDY ON SELLING
AND MARKETING CONCEPT**

SOLUTION:

→Analysis

- Product related factors

- Market related factors

- Product related factors:

It has been mentioned that the machine was sophisticated.

- Market related factor:

It has been mentioned the size of the order is not large.

[Geographical concentration of potential buyers]

→Decision

Direct marketing – personal interview, online.

RESULT:

Thus the case study was analysed and it is defined.

SWOT ANALYSIS FOR HATSUN AGRO PRODUCT LTD.

Strength;

- Units handle 2 million liters of milk per day. Its unit have modern laborites compare equipped for an extensive quality.

Weakness;

- Online per capita availabilities of food grains
- Raising cost of animal fodder.

Opportunities;

- Demand of milk is likely the use continuously and there is sustainable growth potential
- Increase in population and use income levels will see shift in consumption

Threat;

- Gloomy global economic environmental the increase in price of petroleum products and he is creating cost of power.

Ex No: 1.2

24:06:2019

SWOT ANALYSIS AND PESTLE ANALYSIS

Aim:

To prepare and perform the SWOT and PEST analysis for any company products.

SWOT ANALYSIS

- SWOT analysis [Strength, Weakness, Opportunities and Threats analysis] is a frame work for identifying and analyzing the internal and external factors that can have an impact on the viability of project, product, place or prison.

- SWOT analysis is most commonly used by business entities, but it also used by nonprofit organization and to a lesser degree individuals for personal assessment. Additionally it can be used to assets initiatives products or projects.

- The framework is credited to about Humphrey, who used to approach in the 1960's and 1970's at the Stanford research institute.

Elements of SWOT analysis

As its name stated a SWOT analysis examines four elements.

Strength:- Internal attributes and resources that support a successful outcomes.

Weakness:- internal attributes and resources that works against a successful outcome.

Opportunities:- external factors that entity can capitalize on or use its advantages.

Threats:- external factors that could reparative the entity's success.

Hatsun AGRO BRAND ANALYSIS	
Parent	Company Hatsun AgriProduct Ltd
category	Food processing
Sector	Food& beverages
Tagline/slogan	
USP	Understands that its strength lies in consolidating its source diary farmed, development bond with farmers.

PESTLE Analysis:

A PESTLE analysis is used as a strategic tool to measure industry dynamics through recognition of the core political, economic, social, technological, legal and environmental Forces /changes having influence on the industry. Table two below presents a PESTLE analysis for the industry Nestlé are present with in and this information is then used to form a critical discussion for the future strategic options available to the firm.

Table Two: PESTLE analysis

The PESTLE analysis below identifies a number of forces, which have influence on industry dynamics. Of these forces, perhaps the most prominent are social forces, which relate to differences in consumer behaviour .As an international firm, Nestlé have to be able to ensure a level of adaptation, which is appropriate to different markets driven by different cultures and consumer preferences.

Political	Economic
<ul style="list-style-type: none"> ❖ Changing regulation Surrounding food standards and marketing actions. ❖ Government stability in new Emerging economies–question of risk as part of the internationalisation process. ❖ Changing global regulations – Standardised practice yet adaptation to different political forces. 	<ul style="list-style-type: none"> ❖ Awareness and knowledge of Changing inflation, economic growth rates and Income levels. ❖ Changing consumer budgets, Rise of the cost conscious consumers. ❖ Rising price of raw material Goods in relation to the need to source from sustainable suppliers.
Social <ul style="list-style-type: none"> ➔ Changing consumer attitudes –move towards healthier products inline with government initiativessupporting balance diets and the dangers of sugar. ➔ Changing lifestyle– return back to home looking and the promotion of Family time in a world of convenience. ➔ The need to adapt to Different cultural settings i.e. language, Religious beliefs and family settings. 	Technological <ul style="list-style-type: none"> ➔ Rise of social media, Consumers interacting with firms and being able to do so across arrange of platforms. ➔ Innovation fuelled by Technological developments. ➔ E-commerce as a Platform for Development.
LEGAL <ul style="list-style-type: none"> ➤ Changing nature of regulation 	ENVIRONMENT <ul style="list-style-type: none"> ➤ Increased attention directed towards corporate.

The following marketing objectives are proposed in relation to the firm's baby milk products:

1. To increase interaction with consumers using social media as a platform.
- 2 .To increase sales by 10% through a promotional campaign across an integrated set of marketing platforms.
3. To follow a relationship marketing campaign to increase interactions with consumers to enhance understanding of the consumer base.

CORPORATE OBJECTIVES:

- ❖ It is important that an alignment exists between corporate Objectives, brand image and firm activities.
- ❖ The overall corporate objective of Nestlé is to be one of the World's best and largest brands in the food industry.
- ❖ To break this down further, there is a need to apply individual Firm level marketing objectives to a specific brand within their portfolio.
- ❖ This section focuses upon the presentation of marketing Objectives and strategies for Nestlé's baby milk products.

MARKETING OBJECTIVES:

- ❖ Marketing objectives identify a target market and market need And apply this to the brands they are offering. With regard to the baby milk products
- ❖ Nestlé offers, one of their core marketing objectives should Relate to improving sales through the use of social media outlets.
- ❖ Aligned to the rise of relationship marketing and the need to Develop a deeper, emotional connection with consumers it is argued that one of the marketing objectives for increasing sales of this product needs to be related to understanding the consumer base.

RESULT:-

Thus SWOT and PESTLE analysis for a company is prepared and presented



Ex No: 2.1
9:07:2019

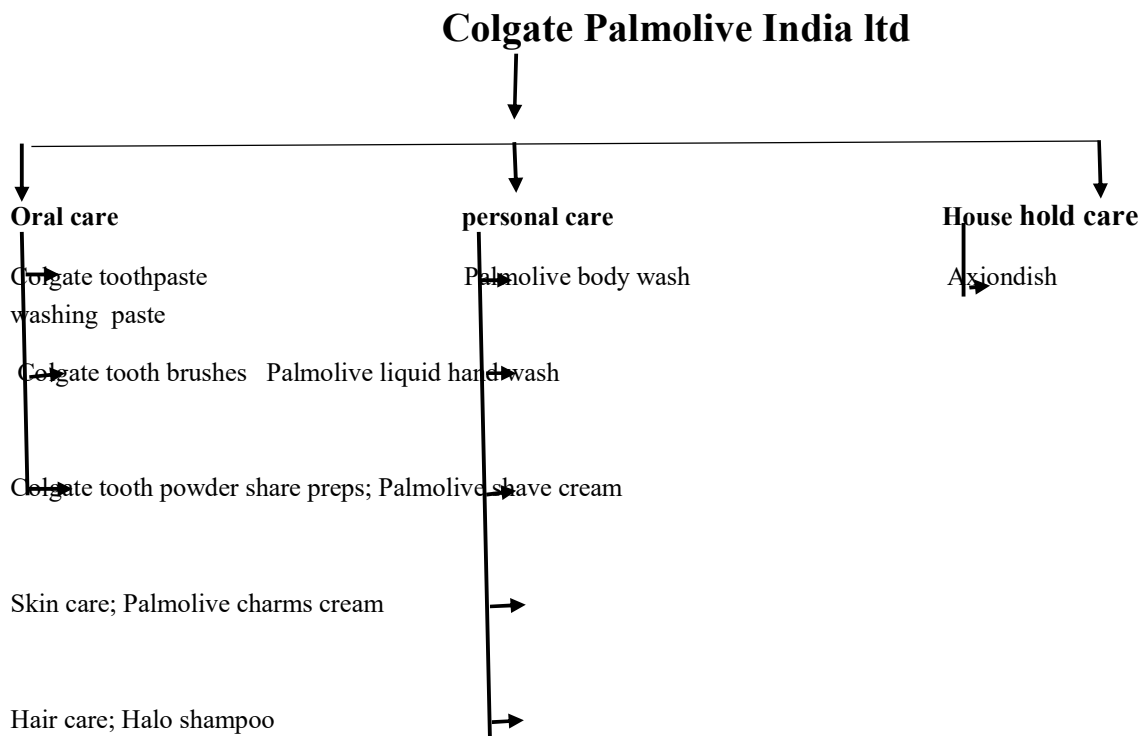
**IDENTIFY THE PRODUCT MIX OF THE
SELECTED COMPANY**

Aim:

To prepare and present development of the product mix of the Colgate company.

Procedure:

Product mix of Colgate





Oral care:

Colgate Dental cream
Colgate Active salt
Colgate Max fresh
Colgate Total
Colgate Visible white
Colgate Max
Colgate Sensitive pro-relief tooth brush
Colgate 360 tooth brush

Personal care:

Palmolive thermal spa
Palmolive aroma shower gel-relaxing
Palmolive natural liquid hand wash family
Palmolive natural moisturizing body wash and honey

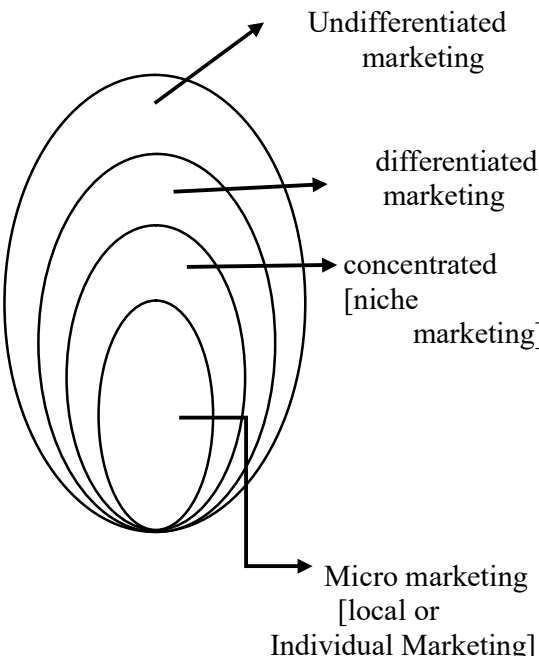
Professional oral care:

Colgate sensitive
Colgate sensitive pro-relief
Colgate gel
Colgate visible white

Result:

Thus the product mix of Colgate Company is presented

<p>Market segmentation for any FMCG products</p>	<p>Market segmentation</p> <p>It is the process that companies use to divide large heterogeneous market into small market that can be reached more effectively and effectively with products and services that match their unique needs.</p>
--	---

<p>Requirements for effective segmentation:-</p> <p>To be useful a market segment must be;</p> <ul style="list-style-type: none"> •Measurable •Accessible •Sustainable •Differentiable •Actionable 	<p>Market targeting:</p>  <p>Undifferentiated marketing</p> <p>differentiated marketing</p> <p>concentrated [niche marketing]</p> <p>Micro marketing [local or Individual Marketing]</p>
--	---

Ex No: 2.2

30:07:2019

MARKET SEGMENTATION

PREPARE MARKET SEGMENTATION FOR ANY COMPANY PRODUCT

Aim:

To prepare and present the development of market segmentation for any company product.

Market segmentation:-

Segmenting:

- Consumer markets
 - Business markets
 - International markets

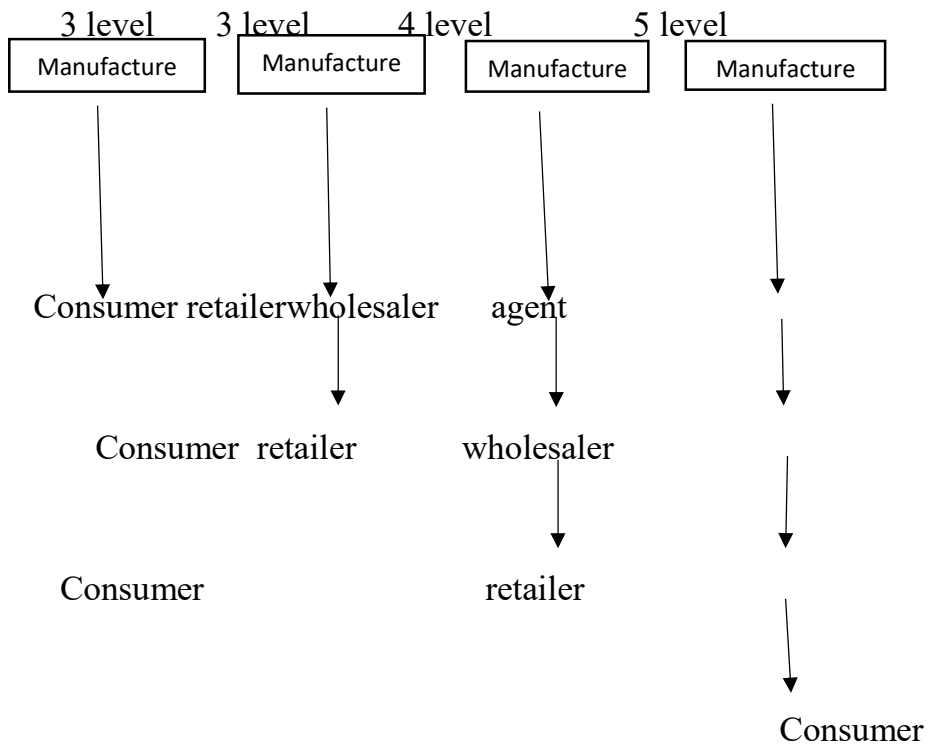
Segmenting consumer markets:

Marketers try different segmentation variables, alone and in combination, to find the best way to view the market structure

- Geographic segmentation
- Demographic segmentation
 - Psychological segmentation
 - Behavioral segmentation

Length of channel

Channel length=no of level in a distribution channel



Manufacturer → **Consumer**

- Direct selling
- No middle man required
- Simplest & shortest channel
- Fast &Economic
- Adopted by both small product's big firms.

Segmenting business market

Business buyers can be segmented by using many of the same variables as consumers

- Geographically
 - Demographically [industry, company, size]
 - Behaviorally [benefits, sought, user status, user rate, loyalty status]

Result:-

Thus market segmentation for FMCG product is prepared and presented.

Johnson's and Johnson's company profile

Johnson & Johnson is a holding company which engages in research and development manufacture and sales of the product in health care field.

It operates through following segments

Consumer

Pharmaceutical

Medical device

Shareholders:

Other institutional 36.90%

Mutual fund holders -33.28%

Individual shareholders -0.10%

Ex No: 3.1

13:08:2019

ANALYSIS OF THE PRODUCT LIFE CYCLE

Aim:

Product life cycle of the selected product of the selected company.

Procedure:

Introduction:

This stage where the product introduced to the market and the sales are slightly low.

Growth:

The phase where in the sales of the product increases monthly due to heavy promotions done for the brand and product.

Maturity:

The phase where in the product is well known with the customer and is doing well in market.

Decline:

The brand and product identify is on the decreasing slope and sales number face a decline.

•Johnson's baby powder is the product life cycle starts well back with the introduction in 1950's with the growth of the product among the people starting from 1962 with increasing profit.

•It attained maturity phase in the early 1970's.

Since then there is the look back for the product till early 2000's during when the product started declining in sales due to the entry of several other global brands in the save category in INDIA.



However there was only a slight decline and with the recovery of sales.

The product still prevails in the market and the hearts of the consumers with constants sales in the market.

Thus the product follows in a growth slump maturity pattern.

Result:

Thus the product life cycle is prepared and presented.

TVS MOTORS

PROFILE

Name of the organization - Vijay Lakshmi TVS

Name of the company - Vijay Lakshmi TVS

Gokul road,
Hugli

Year of establishment - 2003

Brand of directors -Manjuanth [hurkadi] Chairman

Business growth:

The two wheelers being a major part of the industry are growing strongly with the growth of INDIA.

Group profile:

TVS Motor Company

- 3 manufacturing units

- One vehicle rolled-out every 10 second PT TVS Motor company-Indonesia

- 1.5 lakhs vehicle capacity

- In house designed Sundram-Clayton

- Three manufacturing units

- 8 ware houses in USA and Europe TVS

- Three manufacturing units

Case study

A case study analysis requires you to investigate a business problem, examine the alternate solution and purpose the most effective solution using supporting evidence.

- The case involves the issues of patent infringement by the defendant and damages for the same. But the threats issued by the defendant for the same case. The case was filed before the Madras High Court in 2007.

- The plaintiffs in [Bajaj Auto Ltd], along with the state of Maharashtra alleged defendants [TVS Motor Company Ltd] of infringement of patent of the plain fills, which concerns the invention of the technology of improved internal combustion engine the remedy sought by the plain fills in that of permanent injunction for prohibiting the defendants from;

1. Using the technology or invention described in the patents of the plain fills.

2. Preventing them from marketing selling offerings for sale or exporting 2/3 wheelers [including the proposed 25cc TVS FLAME Motor Cycle] that contain the disputed combustion engine or product that infringes the patent. They also claim damages from infringement of patent.

3. The suit was pending meanwhile the plain fills brought application before the same court seeking temporary injunction against the defendant for the same relief, which was sought in the suit for the permanent injunction. The application was filed for preventing the infringement of the patent till the pendency of the suit.

4. The suit was pending before the court. Meanwhile the defendant filed an application for preventing the defendants, till the suit is pending, from issuing threats and thereby interfering the launch of their product.

BAJAJ MOTOTS

COMPANY PROFILE

Founder	- Jamnalal Bajaj
Year of establishment	-1926
Industry	- Automotive –two & three wheelers
Business group	- The Bajaj group
Listing & its codes	- BSE-code: 500490 NSE-code: BAJAJ AUTO
Presence	-Distribution network covers 50 countries.
Dominant presence in Sri lanka,	Bangladesh, Columbia, Guatemala, Peru, Egypt, Iran and Indonesia.
Joint venture	-Kawasaki heavy industry of Japan
Registered & Head office	- Akundi Pune-411035 INDIA
	Tel:-(91)-(20)-27472851
	Fax:-(91)-(20)-27473398
Work	-Akundi Pune 411035 Bajaj nagar, Waluj Aurangabad 431136 Chakan industrial area, Chakan Pune-411501.

Brief facts of the case:

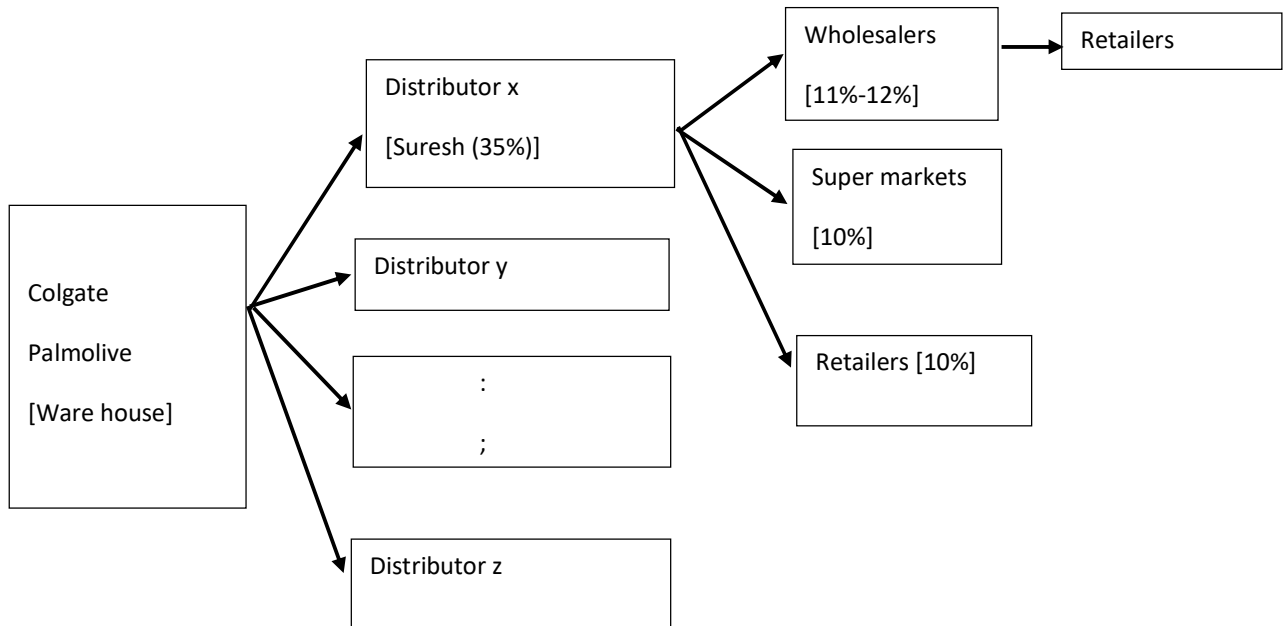
The facts of the case go throughout the various stages Bajaj patent. Bajaj auto ltd [the applicant] claimed that it was granted patent title “An improved internal combustion engine working on four stroke principle” with a priority date of 16thjuly2002. The patent was granted on 7thjuly2005.

- Small displacement engine as reflected by a cylinder core diameter between 45mm and 70mm.
- Combustion of lean air fuel mixtures at predetermined instant.
- TVS files suit under the section 105 and 106 of the patent act 1970, In October 2007, the respondent filed the suit before the Madras high court”, alleging that the statements made by the applicant constituted a groundless threats.
- They learnt that the respondent has also filed a suit for defamation against the applicant in the Bombay.

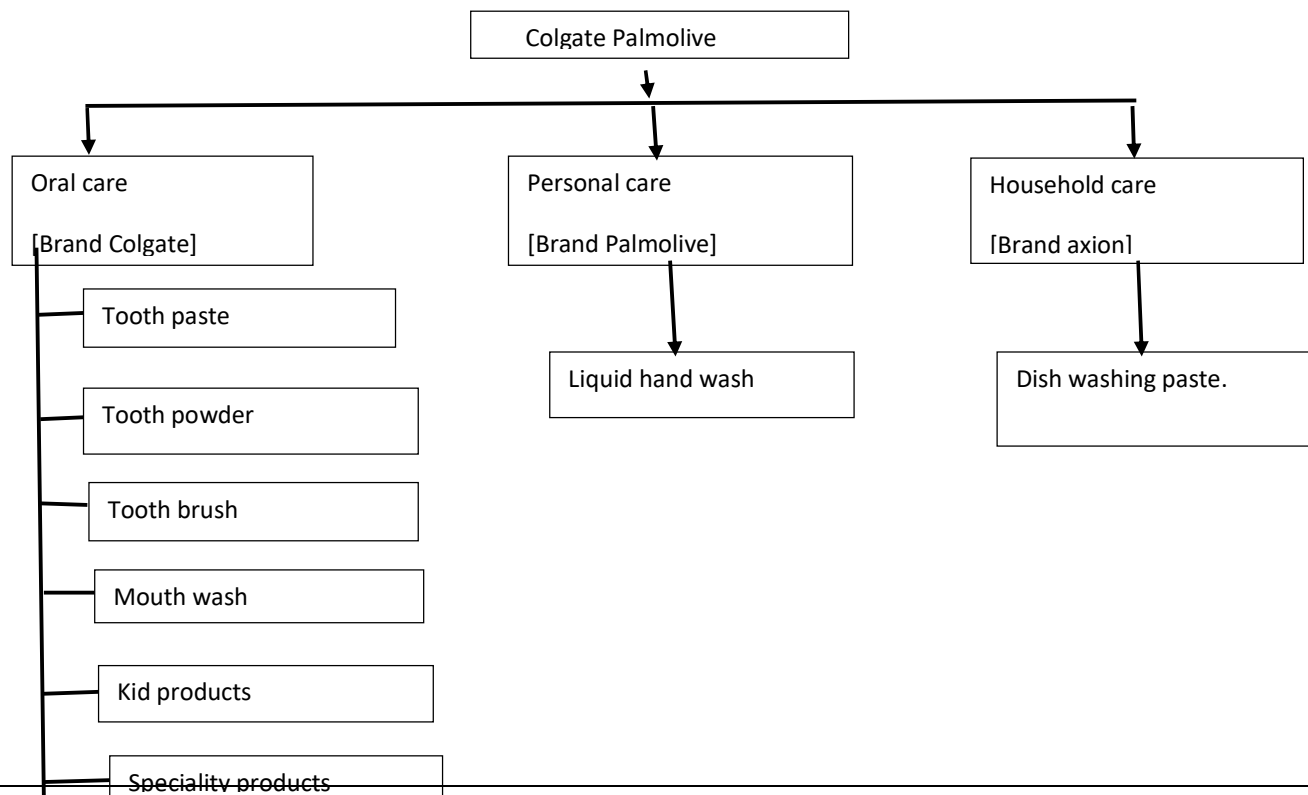
Result:

Thus case study on branding is prepared.

Order of sales hierarchy, distribution and margins



Colgate: product groups



Ex No: 4
27:09:2019

**ANALYSIS THE DISTRIBUTION AND PRICING
STRATEGY USED FOR THE SELECTED
PRODUCT**

Aim:

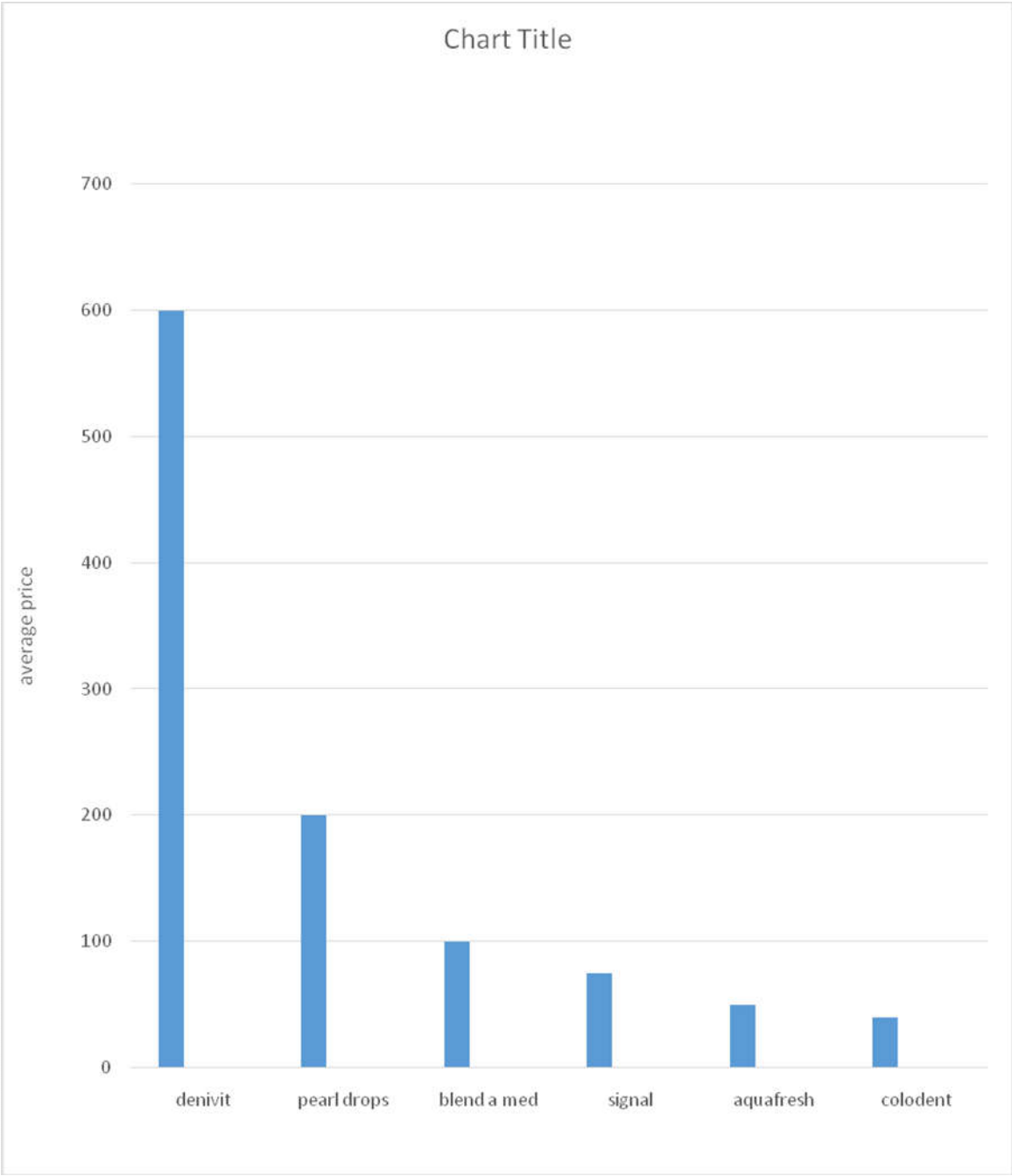
To analysis the distribution and pricing strategy used by the Colgate toothpaste company.

Methodology of the pricing strategy analysis of the toothpaste:-

In this paper the prices of 122 toothpastes[14 brands] available on polish cosmetics market were analyzed in hyper market [Auchan, Carrefour, Kaufland, real, servos, Tesco] ion 2001 in Poznan in the period between august 15 and September 15 analyzed products came from 8 main procedures; proctor & gamble [blend-a-med], Colgate-Palmolive[Colgate, Culloden], Unilever [signal], Henkel [Vedemecum, davit], GlaxoSmithKline [agro fresh, Paradontox, Sensodyne], gulch& Dwight [pearls drops] and DR. Thesis Naturwaren[Lacalut].

During analysis all researched toothpaste were divided into 8 categories depending on their application.

- refreshing
 - whitening
 - herbal
 - desensitizing
 - antiquaries
 - multi care
 - gums protecting
 - intended for children



Discussion:

- price is a value that will purchase a definite quality, weight or other measures of a good or services.

- As a consideration given in exchanges for transfer of ownership, price forms the essential basis of commercial transactions.

- It may be fixed by a contract, let to be determined by an agreed upon the formula at a future data, or discovered or negotiated during the course of dealing between the parties involved.

- In commerce, price is determined when

 - A buyer is willing to pay

 - seller is willing to accept

 - the competition is allowing to be charged

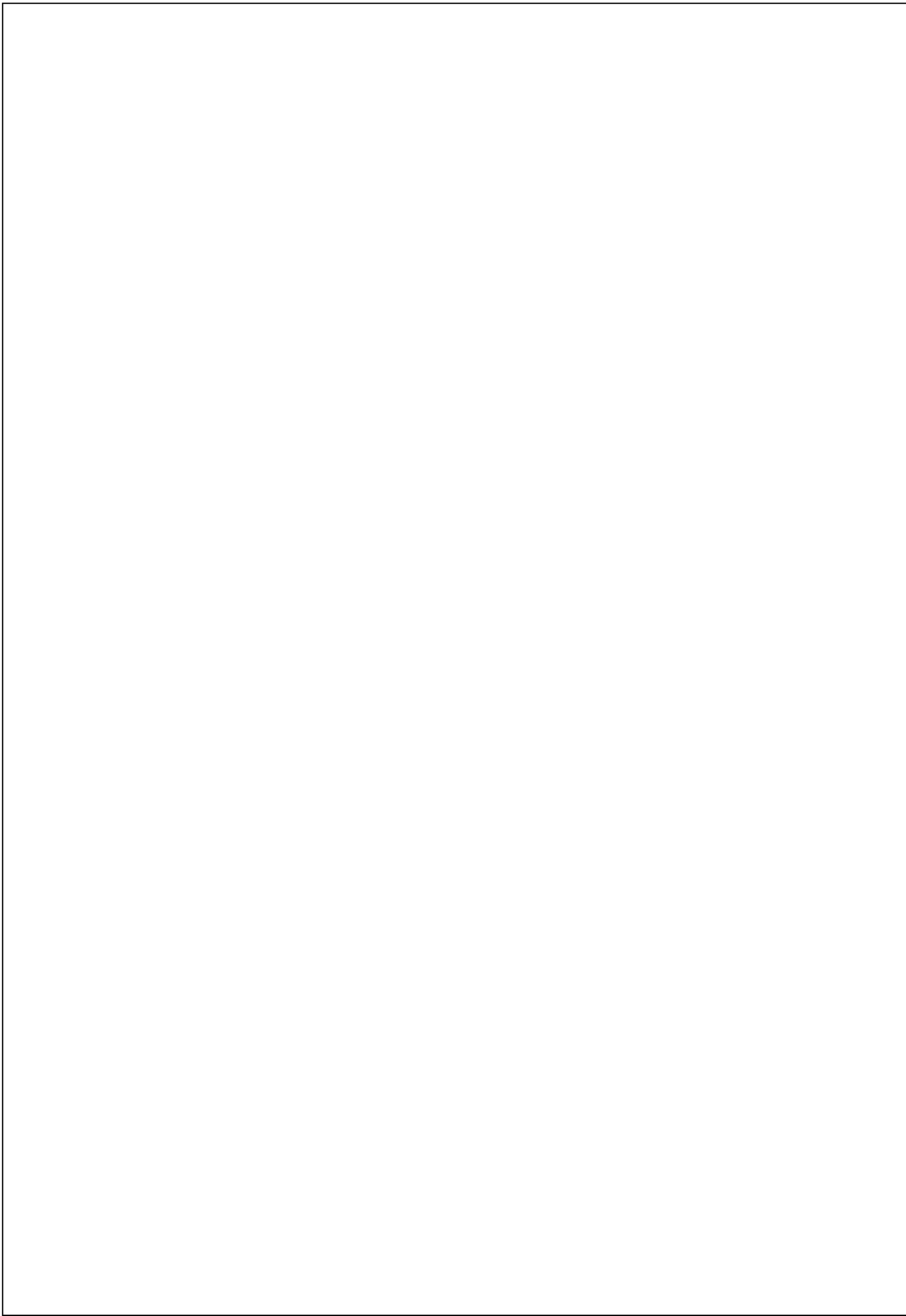
- pricing strategies play a very important role in each organization's strategy.

- a process of establishing a pricing strategy consists both of economic and noneconomic process condition.

- related product pricing means that a product's price is low itself but the organization makes its profit by after sale services, example: renewing the ink cartridges.

- Psychological pricing is designed to have a positive psychological impact. For examples: selling a product at PLN 3.99, rather than PLN 4.00.

Related product pricing means that a product's price is low itself but the organization makes its profit by after sale services, Example: renewing the link cartridges.



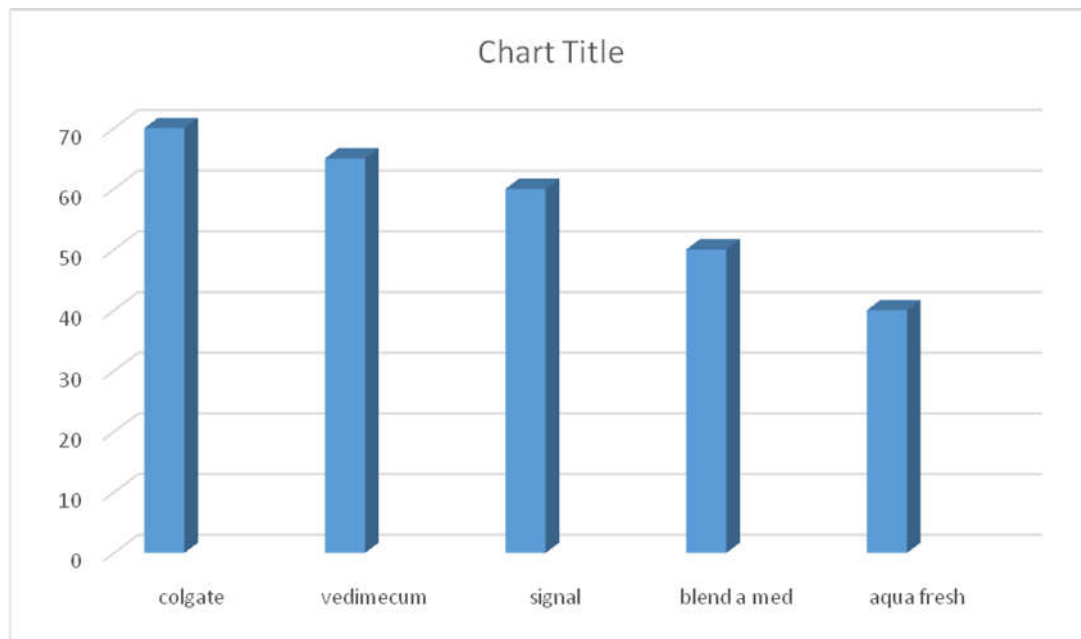


FIG: 1 average price of refreshing toothpaste available on polish cosmetics market.

- The price differentiated a lot, then pearls drops and last group consists of toothpastes of a regular price 39-1000 PLN/liters.

Result:

Thus the pricing and distribution strategy of Colgate Company is prepared.

Producer marketing activities

[Personal selling, trade

Promotion, other]

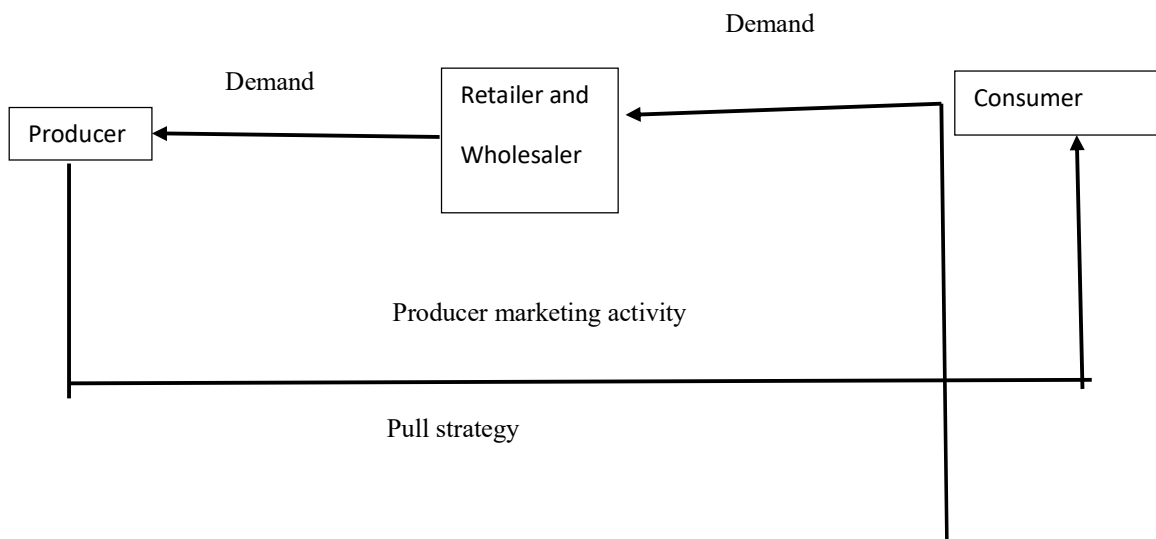
reseller marketing activities

[Personal selling, advertising,

sales promotion, others]



In a push strategy the company [pushes] the product to resellers, who in turn [push] it's to consumers



In a pull strategy, the company promotes directly to final consumer creating a demand vacuum that "pulls" the product through the channel. Most companies use some combination of push and pull.

Ex No: 5.1

30:09:2019

**ANALYSIS THE PROMOTION MIX USED BY
SELECTED COMPANY [COLGATE].**

Aim:

To analysis the promotion mix used by the Colgate company.

Promotion mix and strategies:

As seen in the graphic above, the promotion mix includes the following promotion tools.

- Advertising
- Personal selling
- Sales promotion
- Public relations
- Direct marketing

Advertising:

•One of the most advantages promotion mix includes a firm can use is advertising.

•It can be used to reach a large range of potential consumers at a relatively low cost.

•Advertising, messages, such as television, commercials are usually repeated many times, exposing consumers to repeat viewing of the promotion.

•We applied this promotion tool to our market planning assignment by planning to use television commercials, bill board, and other forms of advertising to promote the I phone K.

Personal selling:

•The personal selling tool is extremely effective because it involves interaction between two or more people.

Promotion mix

- Advertising
- Personal selling
- Sales promotion
- Public relations
- Direct marketing

- This gives a sales promotion the chance to communicate and highlight aspects uses to release new and updated version of products.

Direct marketing:

All forms of this promotion tool share the following characteristics.

- Less public
 - Immediate
 - Customized
 - Interactive
- The purpose of this marketing is to create highly tailored message with the goal of building strong customer relationship.

Personal selling:

- The personal selling tool is extremely effective because it involves interaction between two or more people.
- It also gives the customer the chance to receive immediate answer to any question the may have regarding the product or services.

Sales promotion:

- Coupons, contests, discounts and premium are the forms of sales promotion
- These promotion give strong incentive for consumer to purchase products and services because it increases their received value.

Trade fair and exhibitions:

- Advertising
 - Sponsorship
 - Online promotions



Role of promotions:

- To communicate with individuals, groups or organization directly or indirectly
- Facilitate exchanges by informing and persuading one or more audiences to accept an organization's product.
- Communicate with their customer

Design communication to your specific target audience.

Objective of the study:

- To identify the promotion tools used in ELITE super market.
- To measure the influence of promotion mix
- To assess the responses of the consumers towards the promotional strategies
- To suggest measures for promoting sales
- To identify the consumer preference
- To help in developing promotional plans of the company.

Result:

Thus the promotion mix of the Colgate Company is prepared.

Understand various issues and challenges in social marketing

Study the social marketing campaigns launched by TOL and analyze whether TOL was

Successful in achieving the objectives of its campaigns.

Understand the role of cause- related marketing in exchanging brand image.

Explore ways to make the teach INDIA initiative could be made sustainable.

Ex No: 5.2

04:10:2019

ANALYSIS THE CASE STUDY ON SOCIAL MARKETING

SOCIAL MARKETING

This case is about the times of India's [TOI] social marketing initiatives. Though TOI was one of the largest circulated newspapers in the world. It was criticized for promoting yellow journalism. In order to build its brand image, TOI adopted social marketing strategy and projected itself as an agent of social change by launching or services of social campaigns highlighting social issues one of them was 'Teach India'

According to the feedback received from the "led India" campaign, India would not be able to lead unless its populace was literate and that the teach India campaign was launched. The first phase invited citizen of the country to volunteer with a nongovernment organization [NGO] in their locality and spend two hours a week teaching under privileged children. The second phase which started at the end of 2008, selected students from top educational institutes all over the country who were willing to decide two years to teaching the unprivileged.

RESULT:

Thus the case study on social marketing is successfully verified.

