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What is marketing in Hindi ...

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the management process that identifies, anticipates and satisfies customer requirements ...

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is the process of satisfying
the needs of a consumer . It
starts with the
identification of needs and
wants of a market and

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continues till the needs and wants are satisfied.

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Sales-management differs from other fields of

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management, mainly in different aspects: the selling operation of a business firm does not exist in isolation. Thus, simultaneous with the changes taking place in the business, as well as

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Marketing-orientation, a new concept of sales management has evolved. The business, is now society-oriented, on

SALES MANAGEMENT: AN OVERVIEW

Marketing management takes

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place when at least one party to a potential exchange thinks about the means of achieving desired responses from other parties. We see marketing management as the art and science of choosing target

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markets and getting, keeping, and growing customers through creating, delivering and communicating superior customer value. 4.

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Marketing Mix is the combination of different marketing decision variables used by a firm to market its goods and services. These four marketing mix elements

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form the core of all marketing efforts. Elements of Marketing Mix Product – A product is anything that satisfies a consumer need. It may be a good, service, event, experience etc.

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Marketing or supply chain
management.

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Marketing is designed to
bring about desired

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exchanges with target audiences for the purpose of mutual gain. Marketing activities are concerned with the demand stimulating and demand fulfilling efforts of the enterprise. Marketing is the function

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that adjusts an organization's offering to the changing needs of the market place.

*PAPER V BASIC PRINCIPLES OF
MARKETING AND MANAGEMENT*

Complete Study and Lecture

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notes on marketing especially compiled for BBA, BCom, MCom and MBA students. This article aims to give you an in-depth overview on some of the most important topics relating to marketing and marketing management.

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Study Notes as an
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