

SMIT SIR COMMERCE

GSEB | ENGLISH MEDIUM

ORGANISATION OF COMMERCE AND MANAGEMENT

STANDARD 12

CHAPTER 10

Marketing Management

Complete Concept Notes | Simple Explanations | Examples | Exam Preparation

Prepared by	Smit Thaker
Website	www.smitsircommerce.in
Email	info@smitsircommerce.com
Mobile	6353709585

Learn the Concept. Understand the Logic. Write Better Answers.

Chapter at a Glance

The chapter is built around the idea that the consumer is the king of the modern market. Marketing begins before production through research and continues even after sale through service.

Part	Textbook Topic	Core Focus
1	Market Process	Meaning, 15 functions, Marketing vs Selling
2	Marketing Concepts	Production, Product, Selling, Marketing, Social concepts
3	Marketing Mix	4Ps: Product, Price, Place, Promotion
4	Product	Branding, Labelling, Packaging
5	Price	Meaning and 7 pricing factors
6	Place	Direct/indirect channels and distribution levels
7	Promotion	Advertisement, Personal Selling, Sales Promotion, Publicity, Public Relation

EXAM IMPORTANT

Highest exam value: 15 marketing functions, Marketing vs Selling, 5 marketing concepts, 4Ps, branding/labelling, pricing factors, distribution channels, advertisement, personal selling, sales promotion, publicity and public relation.

Learning Objectives

- define marketing process using the textbook's consumer-exchange framing.
- explain all 15 functions of marketing process.
- differentiate marketing and selling on all textbook bases.
- explain production, product, selling, marketing and social concepts.
- explain the 4Ps of marketing mix.
- explain branding, labelling and packaging.
- explain all seven factors affecting price.
- explain direct and indirect channels of distribution.
- explain advertisement, personal selling, sales promotion, publicity and public relation.
- write board-style answers with diagrams, tables and source terminology.

SMIT SIR'S NOTE

Easy memory: Understand consumer -> Create product -> Fix price -> Deliver through place -> Communicate through promotion.

10.1 Market Process

Meaning: Marketing process balances the needs of consumers with the product mix. Consumer preferences influence product decisions, purchasing power influences price, and exchange develops between buyers and sellers.

KEY TERM - MARKETING

A business process through which goods/services are planned, priced, distributed and exchanged so that consumer needs and organizational objectives can be satisfied.

Source idea: The chapter stresses that producers fulfil business objectives through exchange while buyers satisfy their needs.

REMEMBER THIS

Marketing is much wider than selling because it begins with market research and continues to after-sales service.

Marketing Process - One-Look Flow

Input / Stage	Role
Market Research / Forecast	Understand what consumers require
Producer / Suppliers	Create goods and services
Marketing Mix	Product + Price + Place + Promotion
Consumers	Receive value and satisfaction
Exchange / Communication / Public Relation	Connect producer and consumer continuously

10.1.2 Functions of Marketing Process

No.	Function
1	Marketing Research
2	Collection of Product / Materials
3	Transformation of Raw Material into Consumable Products
4	Standardisation and Gradation
5	Labelling of Product
6	Price Determination
7	Packing of Product
8	Storage of Products
9	Transportation Facilities
10	Insurance of the Products
11	Financial Arrangement
12	Advertisement
13	Arrangement of Sales and Distribution
14	Selling
15	After Sales Services

1. Marketing Research

Explanation: Collect information about consumer tastes, preferences, demand, price and competition. Methods may include questionnaires and observation.

Example: Before launching a new drink, the firm studies preferred flavours and prices.

2. Collection of Product / Materials

Explanation: Products or materials produced at different places may need to be collected centrally before further processing or distribution.

Example: Agricultural produce is collected from scattered producers.

3. Transformation into Consumable Products

Explanation: Raw materials may require processing to become consumable and gain market value.

Example: Cleaning grains or ripening fruits before sale.

4. Standardisation and Gradation

Explanation: Standardisation determines quality standards; gradation classifies products into different quality groups.

Example: Agricultural produce may be graded so different quality levels receive different prices.

5. Labelling of Product

Explanation: Label gives identity and information about the product and helps consumers recognize it.

Example: A food label shows brand, weight, ingredients and expiry date.

6. Price Determination

Explanation: Price is fixed after considering production cost, packing, insurance, distribution, advertising, demand and competitors.

Example: A firm adds profit to cost but also checks competitor prices.

7. Packing of Product

Explanation: Packing protects, attracts, preserves quality, makes use and transportation easier and may carry directions/information.

Example: Glass jars, tins, boxes and plastic packs are used depending on the product.

8. Storage of Products

Explanation: Storage creates balance between production and demand and helps maintain quality and continuous availability.

Example: Seasonal produce can be stored for later market demand.

9. Transport Service

Explanation: Transport carries raw material and finished goods through roads, railways, waterways or airways.

Example: A car manufacturer transports cars in containers.

10. Insurance of Products

Explanation: Insurance protects against risks during storage and transportation such as fire, theft, accident and marine risks.

Example: Goods in transit may be insured against damage.

11. Financial Arrangement

Explanation: Marketing needs working capital for research, advertising, distribution, branding and other activities; finance must be available at the right time.

Example: Seasonal advertising campaigns require advance financial planning.

12. Advertisement

Explanation: Advertising creates awareness and demand according to product type, competitor strategy, expected demand and available finance.

Example: A local campaign may be used when the target market is local.

13. Sales and Distribution System

Explanation: Products must reach consumers speedily and economically through suitable distributors, wholesalers and retailers.

Example: A producer appoints distributors for a district or state.

14. Selling

Explanation: Selling is exchange of goods/services for money; middlemen may support the process and personal selling may be used.

Example: A producer or salesman directly persuades a consumer to buy.

15. After Sales Services

Explanation: Marketing continues after sale through complaint handling, replacement, repair, demonstration and service networks.

Example: AC/refrigerator companies provide installation and repair support.

EXAM IMPORTANT

For a detailed answer, write all 15 functions in sequence. This is one of the biggest textbook questions.

10.1.3 Difference between Marketing and Selling

Basis	Marketing	Selling
Meaning	Identifies consumer needs and works toward satisfaction plus profit	Exchange of goods/services for money
Scope	Very wide: research, product, price, distribution, after-sales service etc.	Limited mainly to transfer/sale of product
Objective	Profit through customer satisfaction	Profit by selling products/services
Parties	Suppliers, middlemen, consumers and others	Buyers and sellers
Beginning & End	Begins with market research; continues after sale	Starts after production; ends with delivery/sale
Need for Capital	Higher because many activities are included	Comparatively less due to narrower scope
Direction of Efforts	Product is developed according to consumer need	Consumers are persuaded to accept existing product

REMEMBER THIS

Marketing starts with consumer need. Selling starts with existing product.

10.2 Ideologies / Concepts / Views of Marketing Management

Concept	Main Emphasis
Production Concept	Availability and low price
Product Concept	Quality and improvement
Selling Concept	Aggressive selling and sales promotion
Marketing Concept	Consumer needs and satisfaction
Social Concept	Consumer satisfaction + society/environment welfare

10.2.1 Production Concept

Meaning: Emphasis is placed on product availability and low price. The consumer is assumed to prefer products that are easily available and affordable.

Teacher Example: Often seen where demand is high and basic availability matters strongly.

10.2.2 Product Concept

Meaning: Emphasis is on quality. Businesses following this concept continuously improve quality and invest in research and development.

Teacher Example: A premium product may charge more because quality is the focus.

10.2.3 Selling Concept

Meaning: Emphasis is on selling effort. Aggressive promotion, advertising, campaigns and direct selling are used to create demand.

Teacher Example: The producer tries to convert existing goods into cash.

10.2.4 Marketing Concept

Meaning: Consumer is at the centre. Preferences, habits and desires are researched and products/policies are designed to provide customer satisfaction.

Teacher Example: 'Consumer is king' is the core logic.

10.2.5 Social Concept

Meaning: Consumer satisfaction is balanced with long-term welfare of society, country and environment.

Teacher Example: Reducing plastic packaging, pollution and unhealthy products reflects this concept.

EXAM IMPORTANT

Concept progression: Produce cheaply -> Improve quality -> Sell aggressively -> Satisfy consumer -> Protect consumer + society.

10.3 Marketing Mix

Meaning: Marketing mix is the group of controllable marketing forces/policies used by a firm to successfully launch and maintain a product in the market and satisfy consumers.

KEY TERM - MARKETING MIX

The controllable combination of Product, Price, Place and Promotion used to achieve marketing objectives.

P	Element	Main Question
1	Product	What are we offering?
2	Price	What value/amount will the consumer pay?
3	Place	How will the product reach the consumer?
4	Promotion	How will consumers be informed and persuaded?

REMEMBER THIS

4Ps = Product - Price - Place - Promotion.

10.3.2 Product

Meaning: Product may be goods or services that satisfy consumer wants. It is the starting point and base of the marketing process.

Product decisions include features, branding, labelling, packaging, after-sales service, complaint redressal and necessary changes in the product.

10.3.2.2 Branding

Meaning: Branding gives a product a distinct identity through a name, logo, symbol, number or design so that it can be differentiated from competitors.

KEY TERM - BRANDING

Giving a product a distinctive name, logo, symbol, number or design for identification and differentiation.

Features / Benefits given in the source:

- Consumers develop a feeling of consistency in quality.
- Specific colours, designs or symbols help recognition.
- The chosen logo is printed on packing.
- Brand can communicate features, advantages, uses, personality and culture.
- A symbol creates unique identity.
- Symbol can provide verbal and visual identity.
- A branded/symbolised product may command a higher price.
- Brand identity makes selling easier.

10.3.2.3 Labelling

Meaning: Labelling is the information displayed on the primary packing of a product. It may show weight, size, price, manufacturing date, ingredients, expiry date, directions for use and other details.

Functions of Labelling:

- Helps identify the product.
- Gives information about quality and type.
- Provides detailed product information to the consumer.
- Gives directions for use.
- Creates attraction and supports advertising/personal selling.
- Helps comply with legal requirements.

10.3.2.4 Packaging

Meaning: Packaging means covering/protecting the product in suitable material such as plastic bags, cloth bags, cardboard boxes, barrels, jars or similar containers.

Functions: Protection, attraction, easier transportation, easier use, preservation and advertising support.

Teacher Example: A medicine strip protects the medicine, provides dose information and makes transport/storage easier.

REMEMBER THIS

Brand = identity. Label = information. Package = protection + presentation.

10.3.3 Price

Meaning: Price is the economic value paid by the consumer for the physical, economic, social and psychological satisfaction received from the product.

KEY TERM - PRICE

The monetary value charged for a product or service.

10.3.3.2 Factors Affecting Pricing

1. Production Cost

Raw material, production, administration, sales and distribution expenses form the basic cost. Price generally cannot be fixed below cost for long-term business survival.

2. Demand for the Product

Consumer taste, purchasing power, number of consumers and competitor demand influence price. High demand may support higher price.

3. Competition in the Market

Number and strength of competitors directly affect pricing. Firms may price to compete, deter entry or protect market share.

4. Governmental and Legal Controls

Government may regulate prices or impose controls to protect public interest, especially for essential goods.

5. Objectives of Pricing

Price may be fixed for maximum profit, dominant market position or sustaining competition.

6. Economic Condition

Boom, recession and general economic conditions influence suitable price levels.

7. Buying Behaviour

Consumer habits, social, cultural, personal and economic conditions influence willingness to pay.

EXAM IMPORTANT

Pricing factors = Cost - Demand - Competition - Government - Objectives - Economy - Buying Behaviour.

10.3.4 Place (Distribution)

Meaning: Distribution means making the final product available at the required place, at the required time and in the required quantity, at the lowest possible distribution cost.

Distribution includes choice of intermediaries, handling, storage and movement of goods.

10.3.4.2 Channels of Distribution

Channel	Flow
Direct / Zero Level	Producer -> Consumer
Single Level	Producer -> Retailer -> Consumer
Double Level	Producer -> Wholesaler -> Retailer -> Consumer
Three Level	Producer -> Agent/Middleman -> Wholesaler -> Retailer -> Consumer

Direct Sales / Zero Level

Producer supplies directly to buyer through factory, own shop/showroom, door-to-door selling or online shopping. There is no intermediary.

Single Level Distribution

Retailer is the only intermediary between producer and consumer.

Double Level Distribution

Wholesaler and retailer both act as intermediaries. Wholesaler buys in large quantity and sells to retailers.

Three Level Distribution

An additional agent/middleman is used between producer and wholesaler before the product reaches retailer and consumer.

REMEMBER THIS

More intermediaries = more distribution levels. Zero level has no middleman.

10.3.5 Promotion

Meaning: Promotion is an important part of marketing mix that provides information about products/services to existing and potential consumers and encourages purchase.

Components shown by the source: Advertisement, Personal Selling, Sales Promotion, Publicity and Public Relation.

Promotion Tool	Core Nature
Advertisement	Paid non-personal communication
Personal Selling	Direct personal communication by salesman
Sales Promotion	Short-term incentives to stimulate purchase
Publicity	Unpaid public communication / information
Public Relation	Relationship-building with stakeholders/public

10.3.5.2 Advertisement

Meaning: Advertisement is a form of non-personal communication used by an identified sponsor to inform or persuade people about goods and services, usually through paid media.

Role / Functions:

- Creates demand by informing consumers about product availability and usefulness.
- Benefit of large-scale production by creating wider demand.
- Helpful in employment generation through advertising and related services.
- Better standard of living by informing people about useful products and services.
- Maintains quality because advertised brands face public comparison and reputation pressure.
- Maintains continuous demand/sales by keeping product in consumer memory.
- Creates/expands the market and supports competition.

Objections Against Advertisement

- Advertisement can be expensive and may increase selling cost.
- It may encourage unnecessary consumption.
- Consumers may be influenced by exaggerated or misleading claims.
- Large firms may gain advantage due to bigger advertising budgets.
- Repeated advertisement may create wasteful competition.
- Some advertisements may appeal to emotions rather than real product value.
- Advertising may support brand-price premiums.
- Socially undesirable products/ideas may be promoted if not regulated.

SMIT SIR'S NOTE

The textbook presents both functions and objections. In a balanced answer, keep both sides separate.

10.3.5.3 Personal Selling

Meaning: Personal selling involves direct personal communication between salesman and prospective consumer to explain, persuade and complete a sale.

Characteristics of a Good Salesman:

- Smart, interactive and physically fit.
- Good communication, intelligence and efficiency.
- Ability to understand and present product features properly.
- Ability to present ideas in a systematic and attractive way.
- Honesty and integrity.
- Knowledge of company and competitors.
- Ideal behaviour, enthusiasm, discipline and ambition.

10.3.5.4 Sales Promotion

Meaning: Sales promotion consists of short-term techniques used to stimulate buying and increase sales.

Techniques given in the source include:

- Price-off / discount offers.
- Free product / gift schemes.
- Coupons.
- Lucky draws.
- Interest-free loan / instalment facility where suitable.
- Distribution of samples.
- Competitions / contests.
- Special consumer or dealer incentives.

REMEMBER THIS

Advertisement builds awareness; sales promotion creates an immediate buying push.

10.3.5.5 Publicity

Meaning: Publicity is communication about a company/product through public media without direct payment for advertising space/time in the same manner as advertising.

Characteristics:

- No direct payment to the media in the same way as paid advertisement.
- Company has comparatively less control over exactly how the message appears.
- Often considered more believable because it comes through public/media channels.
- Can spread information quickly and widely.

Methods / Role: newspapers, magazines, electronic media, events, public programmes and newsworthy company activities.

Public Relation

Meaning: Public relation means maintaining a good, favourable and positive relationship between the company and different groups connected with it.

Role / Functions:

- Maintain good relations with audio-visual and print media.
- Maintain interest in the market among consumers and stakeholders.
- Increase awareness and positive image through company news and activities.
- Inform society about future plans, policies and programmes.
- Support cultural, sports, social or public-welfare activities.
- Help create goodwill and a favourable environment for the company.

REMEMBER THIS

Publicity = media exposure. Public Relation = long-term relationship and goodwill.

Important Comparison - Advertisement, Personal Selling, Sales Promotion, Publicity

Basis	Advertisement	Personal Selling	Sales Promotion	Publicity
Nature	Paid, non-personal	Personal/direct	Short-term incentive	Unpaid/public information
Communication	Mass media	One-to-one	Offer/scheme based	Media/public channel
Control	High control over message	High control in interaction	High control over scheme	Lower control
Main Purpose	Awareness & persuasion	Convince individual buyer	Immediate sales push	Goodwill/attention

Chapter Glossary

Term	Simple Meaning
Marketing	Process of identifying needs, creating value and facilitating exchange.
Selling	Exchange of product/service for money.
Marketing Mix	Combination of Product, Price, Place and Promotion.
Branding	Creating a distinct product identity.
Labelling	Providing product information on its pack/label.
Packaging	Covering/protecting and presenting the product.
Price	Monetary value paid for product/service.
Distribution	Making product available at right place/time/quantity.
Zero Level Channel	Producer directly to consumer.
Advertisement	Paid non-personal promotional communication.
Personal Selling	Direct personal selling communication.
Sales Promotion	Short-term incentive to stimulate purchase.
Publicity	Unpaid public/media communication.
Public Relation	Building favourable relations with stakeholders/public.

Common Mistakes Students Make

COMMON MISTAKE

Wrong idea: Marketing and selling are the same.

Correct idea: Selling is only one function of the wider marketing process.

COMMON MISTAKE

Wrong idea: Marketing starts after production.

Correct idea: The source states marketing begins with market research before production decisions.

COMMON MISTAKE

Wrong idea: Product concept and marketing concept are the same.

Correct idea: Product concept emphasizes quality; marketing concept emphasizes consumer needs and satisfaction.

COMMON MISTAKE

Wrong idea: Social concept means charity.

Correct idea: It means satisfying consumers while protecting long-term social/environmental welfare.

COMMON MISTAKE

Wrong idea: Branding, labelling and packaging are identical.

Correct idea: Branding = identity; labelling = information; packaging = protection/presentation.

COMMON MISTAKE

Wrong idea: Distribution means only transport.

Correct idea: It includes channels, intermediaries, storage, handling and availability.

COMMON MISTAKE

Wrong idea: Advertisement and publicity are identical.

Correct idea: Advertisement is paid and controlled; publicity is generally unpaid and less controllable.

COMMON MISTAKE

Wrong idea: Sales promotion is permanent pricing policy.

Correct idea: It is mainly a short-term incentive technique.

How to Write Major Answers in the Exam

Q1. Explain Functions of Marketing Process

Best structure: Meaning -> all 15 functions in source sequence.

Q2. Marketing vs Selling

Best structure: Use the 7 textbook bases in a table.

Q3. Explain Marketing Concepts

Best structure: Production -> Product -> Selling -> Marketing -> Social.

Q4. Explain Product Mix

Best structure: Product concept -> Branding -> Labelling -> Packaging.

Q5. Explain Factors Affecting Price

Best structure: Cost -> Demand -> Competition -> Government -> Objectives -> Economy -> Buying behaviour.

Q6. Explain Channels of Distribution

Best structure: Direct -> Single level -> Double level -> Three level.

Q7. Explain Promotion Mix

Best structure: Advertisement -> Personal Selling -> Sales Promotion -> Publicity -> Public Relation.

Practice Set A - MCQs

1. Marketing process begins with:

- A. market research
- B. selling only
- C. after-sales service
- D. transport

2. Selling is:

- A. one part of marketing
- B. wider than marketing
- C. same as production
- D. same as finance

3. Production concept mainly emphasizes:

- A. availability and low price
- B. social welfare
- C. personal selling
- D. publicity

4. Product concept mainly emphasizes:

- A. quality
- B. low price only
- C. publicity
- D. distribution only

5. Marketing concept places which at the centre?

- A. consumer
- B. producer only
- C. wholesaler only
- D. government only

6. Social concept also considers:

- A. society/environment
- B. only immediate profit
- C. only production
- D. only sales

7. Which is NOT one of the 4Ps?

- A. People

- B. Product
- C. Price
- D. Place

8. Branding mainly provides:

- A. identity
- B. storage
- C. transport
- D. finance

9. Labelling mainly provides:

- A. information
- B. only transport
- C. only price reduction
- D. warehousing

10. Packaging mainly provides:

- A. protection and presentation
- B. only credit
- C. only insurance
- D. only branding

11. Which factor affects price?

- A. competition
- B. employee attendance only
- C. office furniture
- D. none

12. Producer -> Consumer is:

- A. zero level channel
- B. single level
- C. double level
- D. three level

13. Producer -> Retailer -> Consumer is:

- A. single level
- B. zero level
- C. double level
- D. three level

14. Paid non-personal promotion is:

- A. advertisement
- B. personal selling
- C. publicity
- D. transport

15. Short-term buying incentive is:

- A. sales promotion
- B. warehousing
- C. insurance
- D. market research

Practice Set B - Conceptual MCQs

16. A company redesigns a product after researching customer preferences. Which concept?

- A. Marketing concept
- B. Selling concept
- C. Production only
- D. Publicity

17. A firm reduces plastic packaging to protect the environment. Which concept?

- A. Social concept
- B. Selling concept
- C. Product concept only
- D. Production concept

18. A package shows ingredients and expiry date. Which function?

- A. Labelling
- B. Branding only
- C. Distribution
- D. Publicity

19. A company fixes a low price to gain dominant market share. Which pricing objective?

- A. Acquire dominant position
- B. Maximum cost
- C. Publicity
- D. Storage

20. A company sells through wholesaler and retailer. Which channel?

- A. Double level
- B. Zero level
- C. Single level
- D. Direct

21. A salesman explains the product personally to a buyer. Which promotion tool?

- A. Personal selling
- B. Publicity
- C. Advertisement
- D. Packaging

22. A company gives coupons for a limited period. Which promotion tool?

- A. Sales promotion
- B. Public relation
- C. Warehousing
- D. Transport

23. A newspaper reports positively on a company event without paid ad space. Which tool?

- A. Publicity
- B. Advertisement
- C. Personal selling
- D. Packaging

24. A company sponsors social and cultural programmes to build goodwill. Which activity?

- A. Public relation
- B. Labelling
- C. Storage
- D. Pricing

25. A producer provides repair after sale. Which marketing function?

- A. After-sales service
- B. Market research
- C. Insurance only
- D. Branding only

MCQ Answer Key

Q	Ans
1	A
2	A
3	A
4	A
5	A
6	A
7	A
8	A
9	A
10	A
11	A
12	A
13	A
14	A
15	A
16	A
17	A
18	A
19	A
20	A
21	A
22	A
23	A
24	A
25	A

Exam Question Bank - One Sentence

- What is marketing management?
- What is marketing mix?
- What is branding?
- What is labelling?
- What is packaging?
- What is personal selling?
- What is sales promotion?
- What is publicity?
- What is public relation?

Exam Question Bank - Short Answers

- List the advantages/functions of labelling.
- What is the need of storage of goods?
- What is marketing mix? What does it include?
- State any two characteristics of branding.
- State any two characteristics of a good salesman.
- Explain single-level distribution system.
- Explain double-level distribution system.
- State any four sales-promotion techniques.
- Explain the concept of publicity.
- Explain the role of public relation.

Exam Question Bank - Long Answers

- Explain the functions of marketing.
- Explain the factors affecting the price of a product.
- Explain the sales-promotion techniques.
- Explain in detail the role of advertisement.
- Differentiate Marketing and Selling.
- Explain the five concepts/views of marketing management.
- Explain channels of distribution with diagram.
- Explain promotion and its components.

Application / Case-Based Practice

Case 1

A business studies customer preferences before developing a new product. Which marketing function?

Answer: Market Research.

Case 2

The company grades agricultural produce into A, B and C quality. Which function?

Answer: Standardisation and Gradation.

Case 3

A product pack shows price, ingredients and expiry date. Which element?

Answer: Labelling.

Case 4

A manufacturer sells directly through its website. Which distribution channel?

Answer: Direct / Zero Level.

Case 5

A firm gives a festival discount coupon for one week. Which promotion tool?

Answer: Sales Promotion.

Case 6

A salesperson personally explains a complex machine to a buyer. Which tool?

Answer: Personal Selling.

Case 7

A company receives unpaid positive media coverage about a social initiative. Which tool?

Answer: Publicity.

Case 8

A company runs community programmes to build goodwill. Which tool?

Answer: Public Relation.

5-Minute Chapter Revision

Marketing: Starts with research, ends after after-sales service.

15 Functions: Research, collection, processing, standardisation/gradation, labelling, price, packing, storage, transport, insurance, finance, advertisement, distribution, selling, after-sales.

5 Concepts: Production -> Product -> Selling -> Marketing -> Social.

4Ps: Product, Price, Place, Promotion.

Product: Branding + Labelling + Packaging.

Price Factors: Cost, Demand, Competition, Government, Objectives, Economy, Buying Behaviour.

Distribution: Zero, Single, Double, Three Level.

Promotion: Advertisement, Personal Selling, Sales Promotion, Publicity, Public Relation.

EXAM IMPORTANT

Ultra-short memory: Know the customer, create the product, price it, place it, promote it, and serve after sale.

One-Page Master Revision Sheet

Topic	Must Remember
Marketing Process	15 functions
Marketing vs Selling	7 textbook bases
Concepts	Production, Product, Selling, Marketing, Social
Marketing Mix	4Ps
Product	Branding, Labelling, Packaging
Price Factors	7 source factors
Distribution	Direct, Single, Double, Three Level
Advertisement	Paid non-personal
Personal Selling	Direct personal communication
Sales Promotion	Short-term incentive
Publicity	Unpaid media/public communication
Public Relation	Long-term goodwill and relationships

Have You Mastered This Chapter?

- ☐ I can explain all 15 marketing functions.
- ☐ I can write Marketing vs Selling in a 7-basis table.
- ☐ I can explain all 5 marketing concepts.
- ☐ I can explain the 4Ps.
- ☐ I can explain branding, labelling and packaging.
- ☐ I can explain all 7 pricing factors.
- ☐ I can draw/explain all distribution channels.
- ☐ I can explain all 5 promotion tools.
- ☐ I can answer the MCQs and case questions without guessing.

CHAPTER 10 COMPLETE

Marketing Management

SMIT SIR'S FINAL MESSAGE

The core of this chapter is simple: marketing is not about pushing a product after it is made. It starts by understanding the consumer and continues until the customer remains satisfied even after the sale.

Smit Sir Commerce
www.smitsircommerce.in
info@smitsircommerce.com
6353709585