

Internal Assessment Test – I

Sub:	Marketing Management	Code:	18MBA15
Date:	06/11/2019	Duration:	90 mins
		Max Marks:	50
		Sem:	I
		Branch:	MBA

Solutions

Part A - Answer Any Two Full Questions (15*02=30 Marks)

1 (a) Distinguish marketing from sales.

Comparison Chart

BASIS FOR COMPARISON	SALES	MARKETING
Meaning	The act of transfer of ownership of a product from the manufacturer to the ultimate customer in exchange of money or any other consideration is known as Sales.	Marketing is undertaken in accordance with the requirements of the market in such a way that a new product is introduced in itself.
Orientation	Product-oriented	Customer-oriented
Approach	Fragmented approach	Integrated approach
Focus	Company needs	Market needs
Scope	Related to flow of goods to customers	Related to all the activities that facilitates flow of goods to customers.
Duration	Short term	Long Term
Objective	To instigate shoppers in such a way that they turn out as buyers.	To identify the needs of the customers and create products to satisfy those needs.
Relationship	One To One	One to Many

Marks	OBE	
	CO	RBT
[03]	CO1	L2

Target	Individual or small group	General Public		
Scope	One product is created to satisfy the requirement of a customer.	Advertisement, Sales, Research, Customer satisfaction, After sales services etc.		
Activity related to	Persons	Media		
Process	Involves exchange of goods for adequate consideration	Entails identifying and satisfying customer's needs		
Rule	Caveat Emptor	Caveat vendor		

(b) Examine the reasons for failure of some industries/companies according to Theodor Levitt.

[07]

CO1

L3

What Is Marketing Myopia?

Marketing Myopia is a situation when a company has a narrow-minded marketing approach and it focuses mainly on only one aspect out of many possible marketing attributes. E.g. focusing just on quality and not on the actual demand of the customer.

When does marketing myopia strike in?

Marketing myopia strikes in when the short term goals are given more importance than the long term goals. Some examples being –

- More focus on selling rather than building relationships with the customers
- Predicting growth without conducting proper research.
- Mass production without knowing the demand.
- Giving importance to just one aspect of the marketing attributes without focusing on what customer actually wants
- Not changing with the dynamic consumer environment

Business, according to Levitt, is actually a customer satisfying institution and hence should be based on customers' needs and desires.

Self-Deceiving cycle

Businesses should have a vision rather than a goal. They should be able to see themselves at a point ahead of what they are now. This vision should be set assessing their own capabilities, their competitors', as well as the trends. Or else, a business can get trapped in a self-deceiving cycle.

Conditions that lead to the self-deceiving cycle

- A belief that growth of the business is guaranteed by growth in population.
- The belief that there is no competitive substitute for the company's product
- Supply creates its own demand, hence mass production.
- Overestimation of product's qualities without conducting scientific research.

If you ever think there is an absence of future problems, there can be a problem in your thinking.

(c) Discuss with examples, how macro environmental factors affect the business functioning by taking any two factors.

Macro Environment Factors

- Demographic forces: Different market segments are typically impacted by common demographic forces, including country/region; age; ethnicity; education level; household lifestyle; cultural characteristics and movements.
- Economic factors: The economic environment can impact both the organisation's production and the consumer's decision making process.
- Natural/physical forces: The Earth's renewal of its natural resources such as forests, agricultural products, marine products, etc must be taken into account. There are also the natural non-renewable resources such as oil, coal, minerals, etc that may also impact the organisation's production.
- Technological factors: The skills and knowledge applied to the production, and the technology and materials needed for production of products and services can also impact the smooth running of the business

[10] CO1 L2

and must be considered.

- Political and legal forces: Sound marketing decisions should always take into account political and/or legal developments relating to the organisation and its markets.
- Social and cultural forces: The impact the products and services your organisations brings to market have on society must be considered. Any elements of the production process or any products/services that are harmful to society should be eliminated to show your organisation is taking social responsibility. A recent example of this is the environment and how many sectors are being forced to review their products and services in order to become more environmentally friendly.

2 (a) Explain how the ‘Exchange’ concept is associated with marketing

[03] CO1 L2

A marketing exchange is what happens any time two or more people trade goods or services. In marketing theory, every exchange is supposed to produce "utility," which means the value of what you trade is less than the value of what you receive from the trade. Of course, all exchanges in the real world are much more complicated.

How Exchanges Work

Marketing theorists consider exchange to be the central concept without which there would be no such thing as marketing. For an exchange to happen, both parties have to have something of value for each other. For instance, a man visiting a coffee shop might have enough money to buy a cup of coffee while the cafe has the coffee. Both parties must be able to communicate with each other, and both must want to exchange something and be able to do so. If the customer in the coffee shop can't make himself understood, or if he decides he doesn't want a cup of coffee, or if he turns out not to have quite enough money, then there will be no exchange. If all of the needed conditions are met, there will be an exchange of money for coffee.

Utility

Utility is what motivates people to engage in a marketing exchange. In theory, both parties must receive more than what they give. For instance, the man buying the cup of coffee is more motivated to drink coffee than he is to hold on to his money, so he receives utility from the exchange. However, the coffee shop

owner also receives utility from the exchange because the amount she receives for the cup of coffee is greater than what the coffee is worth, enabling her to make a profit.

Restricted Exchanges

Simple or "restricted" exchanges are those in which there are only two parties to the exchange. Restricted exchanges are one-on-one relationships, so both parties must receive approximately equal utility if the exchange is to be repeated. For example, if the person you buy coffee from is rude to you, you receive less utility from the exchange because you feel dissatisfied. This decreases the chances that you will buy coffee from the same person again. In a successful restricted exchange, both parties are motivated to treat each other fairly.

Generalized Exchanges

A generalized exchange involves at least three parties, and each party gives utility to one participant, but receives utility from a different participant. For example, if a woman calls in an order for lunch to be delivered and pays with a credit card over the phone, and the restaurant employs a delivery driver to bring the food, then the woman gives utility to the restaurant, but receives utility from the driver.

Complex Exchanges

A complex exchange involves networks of participants who both give and receive in more than one relationship with each other. For example, a car manufacturer hires an advertising agency, which places an ad on a TV show, which provides entertainment to its viewers, some of whom will see the ad, then buy the car from a dealer, which buys its cars from the manufacturer. The manufacturer, ad agency, TV station, consumer and dealer are all involved in a complex network of marketing exchanges with each other, and all of them receive utility from the relationship. Because it can sometimes be difficult to assess the fairness of complex exchanges, it is important for everyone involved in marketing to maintain ethical business practices, such as ensuring the quality of the product and avoiding deceptive marketing tactics.

(b) Marketers believe that there are many roles that people play in purchase decision making. What are those roles? Why is it important for marketers to study those

[07]

CO2	L1

roles?

In a generic sense, there are typically six roles within buying centers. These roles include:

1. Initiators who suggest purchasing a product or service
2. Influencers who try to affect the outcome decision with their opinions
3. Deciders who have the final decision
4. Buyers who are responsible for the contract
5. End users of the item being purchased
6. Gatekeepers who control the flow of information

Because of the specialized nature of computer and software purchases, many corporations use buying centers that are specialized for information technology acquisition. These specialized buying centers typically receive information about the technology from commercial sources, peers, publications, and experience. In this process, top management, the IT director, IT professionals, and other users collaborate to find a solution.

A better buying center for marketing might include:

1. Users – The users will be the ones to use the product, initiate the purchase process, generate purchase specs, and evaluate product performance after the purchase.
2. Influencers – The influencers are the tech personnel who help develop specs and evaluate alternate products. They are important when products involve new and advanced technology.
3. Deciders – Deciders choose the products.
4. Buyers – Buyers select suppliers and negotiate the terms of purchase.
5. Gatekeepers – Gatekeepers are typically secretaries and tech personnel. They control the flow of information to and among others within the buying center. Buyers who deal directly with a vendor are gatekeepers.

(c) List out various factors that influence consumer behavior. Examine what factors can influence the behavior of people in choosing to subscribe for a newspaper. *A good understanding of the different factors that influence consumer behavior is crucial to marketers and is therefore the subject of much market research. Comprehension of these factors is instrumental in segmenting and positioning products and in motivating consumers to buy.*
A: The factors influencing consumer behaviour are- 1. Culture 2. Sub-Culture 3. Social Class.
B: A consumer’s behaviour is influenced by the following social factors. These

[10] CO2 L3

are – 1. Reference Group 2. Family 3. Roles and Statuses.

C: Personal characteristics also influences buyer’s decision. They are – 1. Age and Stage in the Life Cycle 2. Occupation and Economic Circumstances 3. Lifestyle 4. Personality and Self-Concept.

ADVERTISEMENTS:

D: Psychological factors that influence consumer behaviour are – 1. Motivation 2. Beliefs and Attitudes 3. Learning 4. Perception.

E: The nine main factors influencing consumer behaviour are – 1. Economic Factors 2. Age and Life Cycle 3. Geography 4. Social Class 5. Culture 6. Peer Pressure 7. Lifestyle and Values 8. Diffusion of Innovation 9. Psychological Factors.

Factors Influencing Consumer Behaviour: Social Factors, Personal Factors, Psychological Factors and Economic Factors

Factors Influencing Consumer Behaviour – Important Factors: Culture, Sub-Culture and Social Class

Culture, Sub-culture and social class are particularly important in buying behaviour.

- 3 (a) Define the term marketing. List the elements of marketing mix.
Marketing as a discipline involves all the actions a company undertakes to draw in customers and maintain relationships with them. Networking with potential or past clients is part of the work too, including writing thank you emails, playing golf with a prospective client, returning calls and emails quickly, and meeting with clients for coffee or a meal.
- At its most basic, marketing seeks to match a company's products and services to customers who want access to those products. The matching of product to customer ultimately ensures profitability.
- Product, price, place, and promotion are [the Four Ps of marketing](#). The Four Ps collectively make up the essential mix a company needs to market a product or service
- (b) What do you infer from the idea of comparing customer’s minds with Black Box? Explain.

Consumer behavior refers to buyers who are purchasing products for personal, family, or group use. Over time, marketers have turned to the work of behavioral

[03]	CO1	L1
[07]	CO2	L4

scientists, philosophers, economists, social psychologists, and others to help them understand consumer behavior. As a result, there are many different theories and models used to explain why consumers act as they do. Are consumers fundamentally active or passive? Rational or emotional? How do they make buying decisions?

The Economic Man Theory

One early theory of consumer decision making based on principles of economics is known as the “economic man.” According to the “economic man” model, consumers are rational and narrowly self-interested. This theory assumes people act selfishly as consumers, always trying to maximize the benefits they derive from the exchange process. (This theory asserts that the seller/producer is also an economic man, who always strives to maximize his profits from an exchange.) The economic man model suggests consumers actively use information about all the available options before making a decision to purchase.

Although this model may help explain some consumer decisions, most would agree it is too simplistic to explain every consumer choice. In fact, people often make decisions based on irrational factors as well. For example, some consumers may be heavily influenced by word-of-mouth information from friends or peers. They might choose something because of herd mentality rather than because it provides the greatest objective value. Similarly, many people are averse to change, and so they make suboptimal consumer choices because a familiar choice seems easier or safer.

The Stimulus-Response Model

Another model of consumer behavior, called the stimulus-response or “black box” model, focuses on the consumer as a thinker and problem solver who responds to a range of external and internal factors when deciding whether or not to buy. These factors are shown in Figure 1, below:

--	--

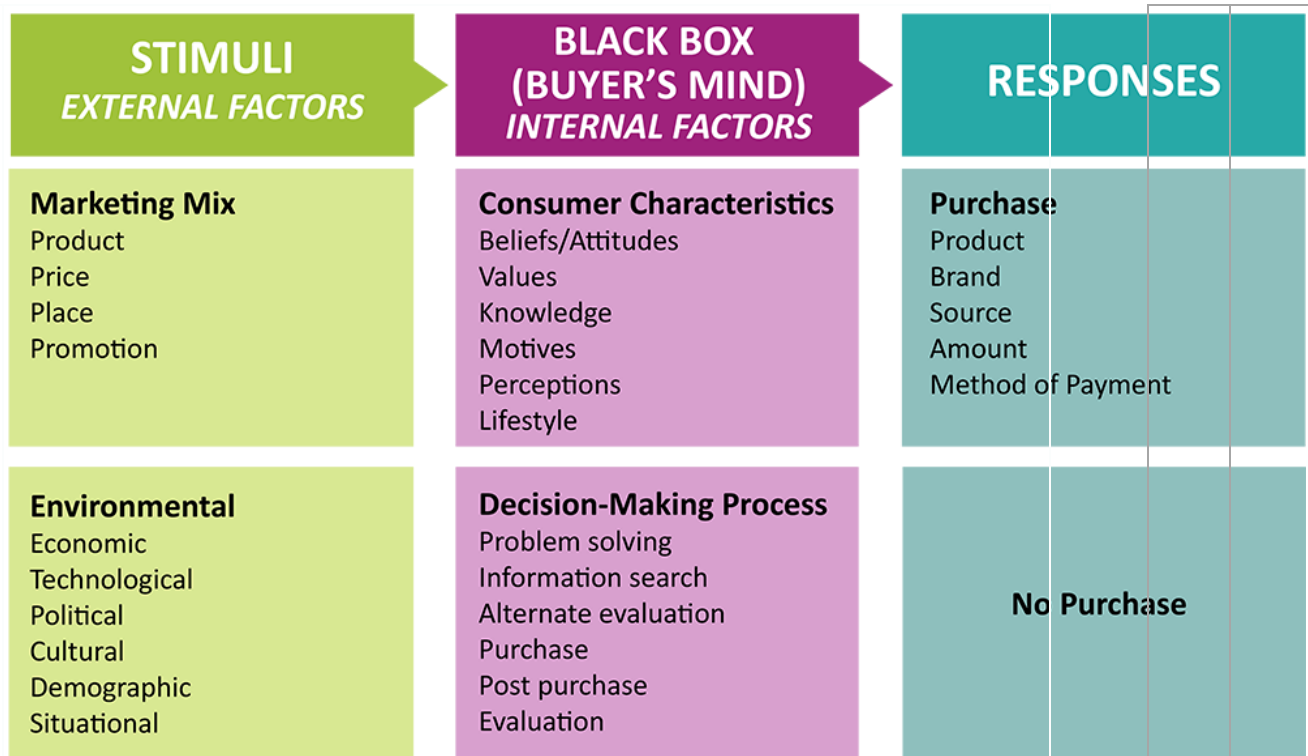


Figure 1. Black Box Model

As illustrated in the figure above, the external stimuli that consumers respond to include the marketing mix and other environmental factors in the market. The marketing mix (the four Ps) represents a set of stimuli that are planned and created by the company. The environmental stimuli are supplied by the economic, political, and cultural circumstances of a society. Together these factors represent external circumstances that help shape consumer choices.

The internal factors affecting consumer decisions are described as the “black box.” This “box” contains a variety of factors that exist inside the person’s mind. These include characteristics of the consumer, such as their beliefs, values, motivation, lifestyle, and so forth. The decision-making process is also part of the black box, as consumers come to recognize they have a problem they need to solve and consider how a purchasing decision may solve the problem. As a consumer responds to external stimuli, their “black box” process choices based on internal factors and determine the consumer’s response—whether to purchase or not to purchase.

Like the economic man model, this model also assumes that regardless of what happens inside the black box (the consumer’s mind), the consumer’s response is a result of a conscious, rational decision process. Many marketers are skeptical of this assumption and think that consumers are often tempted to make irrational or emotional buying decisions. In fact, marketers understand that consumers’ irrationality and emotion are often what make them susceptible to marketing stimuli in the first place.

For this reason, consumer purchasing behavior is considered by many to be a mystery or “black box.” When people themselves don’t fully understand what drives their choices, the exchange process can be unpredictable and difficult for

marketers to understand

(c) What are reference groups? Justify the practice of some companies using reference groups to influence their customer, quoting some examples.

[10]

CO2

L5

“Reference Group is a group that serves as a reference point for an individual in the formation of his/her beliefs, attitudes and behaviour.” Marketers frequently advertise their products in a group setting- the family eating breakfast cereals, the neighbor admiring the paint of the house.

The purpose of these examples is to demonstrate the influence that friends and relatives have on consumers. Advertisers use celebrities to mirror group influences and sometimes typical consumers as spokesperson’s as they reflect the purchaser’s norms and values and act as a representative of the consumer’s reference group. For example – In Vim bar ad, only the next door house wives are shown.

ADVERTISEMENTS:

Reference groups provide points of comparison by which to evaluate attitudes and behaviour. A consumer can either be a member of a reference group (like family) or aspire to belong to a group. In first case, the individual is said to be in a membership group and in the second, the individual is part of an aspiration group.

When an individual joins a group and then rejects the group’s values this type of group is a dis-claimant group for the individual. If an individual avoids the membership of a certain group, this type is called as dissociative group. This means reference groups can also be viewed negatively.

Types of Reference Groups:

These four types of reference groups are shown in the Fig 8.1. Advertisers use only positive attitude appeals in their ads.

	Membership	Non membership
+ve Attitude	Positive Membership Group	Aspiration Group
-ve Attitude	Disclaimant Group	Dissociative Group

Fig. 8.1 TYPES OF REFERENCE GROUPS

ADVERTISEMENTS:

Membership Groups:

As marketers are interested only in the positive type of membership group, let us further break down membership and aspiration group. Membership group can be further divided into primary or secondary and informal or formal. If a person has regular contact with certain individuals such as family, friends etc., those individuals form a primary group. If the group members have less frequent contact amongst themselves, they form a secondary group like shopping groups, sports club etc.

Marketers are interested in studying the primary group as they help in developing product beliefs, tastes and preferences and also directly influence the purchasing behaviour of an individual. It is seen through research that members of groups with the greatest contact in a variety of situations are more likely to buy the same brands.

	INFORMAL	FORMAL
PRIMARY	Family /Peer Groups	School Groups Business Group
SECONDARY	Shopping Groups	Alumni Groups

Fig. 8.2. INFORMAL / FORMAL GROUP

Groups can also be divided by whether they have a formal structure with specific roles or an informal structure. This classification produces four types of

membership groups as shown in the Fig 8.2. The family/peer groups represent primary informal groups which is important because of the frequency of contact and the closeness between the individual and group members. Advertisers frequently portray consumption among friends and family.

Primary formal groups have a more formal structure. These are groups with which the consumer frequently comes into contact. For example – business executive’s who-are assigned the project together. Advertisers show membership in such groups as a means of winning product approval.

Secondary formal groups are not important to the consumer, as they meet infrequently, are structured, and are closely knit. For example-alumni Groups, business clubs etc. This group is of least interest to the marketer.

Aspiration Groups:

ADVERTISEMENTS:

There are two types of aspiration groups. These are:

(a) Anticipatory aspiration groups are those groups, in which an individual plans to join at a future time and also in most cases he/she has direct contact. For example- when an individual aspires for a group higher in the organizational hierarchy, this is basically for rewards like power, status, prestige and money. Marketers specially of clothing and cosmetic industry’s appeal to the desire to enhance one’s position by climbing to a higher aspiration group.

(b) Symbolic aspiration groups are those groups, in which an individual is not likely to belong, despite acceptance of the group’s beliefs and attitudes. Marketers appeal to symbolic aspirations by using celebrities to advertise certain products.

Types of Aspirations Groups

CONTACT
NO CONTACT

Anticipatory
Symbolic

Nature of Reference Groups:

ADVERTISEMENTS:

Reference groups have certain characteristics that affect their influence on consumers. They establish norms, roles, socialization, status and power.

(i) Norms:

Norms are the rules and standards of conduct established by a group. This means group members are expected to conform to these norms and they may relate to eating habits, makes of cars, clothes or cosmetics etc.

(ii) Roles:

Roles are the functions that the group assigns to an individual to attain group objectives. Various roles that have been identified in family decision making are the influences, the gatekeeper, decision maker, the purchaser and the consumer.

(iii) Status:

Status refers to the position an individual enjoys within the group. High status implies greater power and influence. A person may enjoy a highest status in the organization but may be the weakest member in the tennis club.

(iv) Consumers sometimes purchase products to demonstrate status in a broader societal sense so that the message is one of wealth and implied superiority.

(v) Socialization:

Socialization is a process by which an individual learns the group's norms and role expectations.

Consumer socialization is the process by which consumers acquire the

knowledge and skills necessary to operate in the marketplace.

(vi) Power:

The influence that a group has on an individual is closely related to the group's power.

Three sources of group influence which are relevant for marketing strategy are:

ADVERTISEMENTS:

(a) Expert Power:

For this an individual or group must have knowledge and experience.

(b) Reference Power:

Reference power depends on the individual's identification with members of the group. The greater the similarity between the individual's beliefs and attitudes and those of group members, the greater the reference power of the group. Either the individual is the member of the group or he/ she aspires to belong to a group.

ADVERTISEMENTS:

(c) Reward Power:

It is based on the group's ability to reward the individual. An employer rewards an employee with money and status, family rewards the child with praise and approval.

Factors That Affect Reference Group Influence:

Reference Groups affect consumer choice because of following factors:

(1) Normative Influence:

When reference groups affect behaviour and attitudes through pressures for conformity, then this is known as normative influence. According to Park and Lessig, a consumer is motivated to conform to the norms and behaviour of the

group if:

- (a) The group provides significant rewards for compliance and punishment for lack of compliance and
- (b) The individual's behaviour in conforming is visible to members of the group.

Conformity pressures become most potent when there is both positive motivation to maintain group identity and the motivation of threats of sanctioning power in the form of rewards and punishments. Normative influence can occur even when others do not control tangible outcomes because people are concerned with their perceptions of what other think of them.

This means, it may also occur for items such as mouthwash and denture adhesive, even if these items are not visible. Marketing studies reveal that conformity pressures do impact is buying decisions and this is true when the product is conspicuous in its purchase and use and when group social acceptance is a strong motivator. For example- fashion conscious women receives clear signals from their peers which product to buy so that their choices were socially correct.

(2) Informational influence:

A consumer will accept information from a group if he or she considers the group a credible source of information and expertise and if he/she believes the information will enhance knowledge about product choices. The information can be collected directly from knowledgeable persons or by observing the behaviour.

Consumer may consider the marketer's claim with suspicion because of the company's vested interest in promoting the product. Consumers usually seek expert advice from personal sources such as friends and neighbors than from commercial sources.

Table 1 explains the nature of informational influence by describing the consumer's objectives as obtaining knowledge, the information is accepted because the credibility of source, the source of power as expertise and the final behaviour as acceptance of influence.

Informational influence is likely to be most important in two conditions. First, when there is social, financial performance risk in buying the product. Second, if the individual has limited knowledge or experience regarding the product. For example, products like car, computer, cellular phones, fax machines etc are likely to be purchased after seeking expert's advice.

Nature of Influence	Objectives	Perceived Characteristics of source	Type of Power	Behaviour
Informational	Knowledge	Credibility	Expert	Acceptance
Normative	Reward	Power	Reward	Conformity
Comparative	Self-maintenance and enrichment	Similarity	Referent	Identification

Table 1. Nature of Informational Influence

Types of Influence Exerted by Reference Groups:

Comparative Influence:

Comparative influence means comparing oneself to other members of the group and also judging whether groups would be supportive. Consumers constantly compare their attitudes to those of members of important groups. They try to associate themselves with groups with which they agree and by dissociating themselves from groups with which they disagree.

In Table comparative influence is a process of self maintenance and enrichment. Individual looks forward to enhance his/her self concept by associating with groups that will provide reinforcement and ego gratifications. Individual's behaviour toward the group is similar and the source of power is referent power.

Comparative influence implies that those being influenced should have characteristics similar to one who is influencing. A study reveals that consumers seek information from those whose view is similar to themselves. The study says that advertisers should use spokespersons to whom consumers perceive as being similar to themselves.

This sometimes gives the feeling to an individual that the purchase of a particular brand helps show others what he/she is or would like to be, for example a successful business person, a perfect housewife, athlete etc.

Consumer conforms with Reference Group:

Marketers are basically more interested in the ability of reference groups to change consumer attitudes and behaviour (i.e. to encourage conformity).

Factors on which group membership affects brand choice are:

- (a) The nature of the product, (example-burger versus toothpaste).
- (b) The type of social relationship (example-friends, etc.).
- (c) The social structure of the group. This means the extent of personal ties between group members.

Through research it was observed, members of close-knit groups were more likely to reveal a preference for the same brands.

To encourage conformity, a reference group must:

1. Inform about a product or brand.
2. give an opportunity to an individual to compare his/her own thinking with the attitudes and behaviour of the group.
3. Influence an individual to adopt norms of the group.

4. Legitimize him/her to use the same products as the group.

Application of Reference Group Concept:

Marketers and advertisers use reference group appeals very effectively to communicate with their customers. They use three types of group influence informational, comparative and normative to develop advertising and personal selling strategies.

Informational Influence:

Advertising strategies have portrayed informational influence through expert spokespersons, comparative influence by using typical consumers and normative influence by showing the rewards of using a product or the risks of not using it.

Marketers use expert spokesperson to convey informational influence through advertising. They are used then to communicate product features and performance. For example – doctor is used for a medical product, an engineer for a technical product. Marketers usually use two approaches to portray expert spokespersons. One is to portray the role the expert plays as in the example above.

A second approach is to show a celebrity who has expertise in the product area. For example-using a cricket star’s testimonial for a cricket bat. The second approach uses celebrities to provide product testimonials. Such testimonials are accepted only to the degree that consumers view the spokesperson as being an expert on the product.

For example – when for Nike athlete shoes some sports star like P.T. Usha is used as an expert consumer are likely to view a testimonial from P.T. Usha for the product category as credible.

Comparative Influence:

Advertisers use a “typical consumer” approach to persuade consumers that

--	--

people like themselves have chosen the advertised product. This is used to portray comparative influence and here typical consumer is referent because, by citing common needs and problems, he or she is portrayed as similar to the prospective purchase. For example – in Dove, “typical consumer” approach is used i.e. those ladies who don’t have time to spend hours for looking beautiful. A consumer in the market for soap could easily identify with these individuals.

Another way advertisers convey comparative influence is to use a celebrity as a referent. This approach is effective if a segment of consumers wants to identify with the referent because he or she is likable and/or attractive.

Normative Influence:

Marketers convey this type of influence by showing group approval in advertising. For example- in ads like shampoo, car, floor cleaner etc. In all these ads glorious and shiny hair, smooth and comfortable ride, shiny and clean floor are used as advertising’s simulation of social approval. In all the above cases, an individual who is important to-the consumers (i.e. a friend, neighbour, spouse etc.) has expressed approval of the consumer’s choice. For example, in Green Label’ a liquor ad shows reward power by associating the product with the rewards for achievement in the organization.

Personal Selling Strategies:

Marketers also use the three types of reference group influences to develop sales strategies to influence.

Customers:

Sales strategy implications of informational and comparative influence.

Applications of Informational and Comparative Influence Suggest Two

General Approaches to Customers-sales Person Interactions:

(a) The salesperson can be a objective source of information that is he/she acts as

--	--

4. Smitha Enterprises is into manufacturing and selling of shoes in the Indian market. They manufacture shoes – casual wear, sports, formal, fancy shoes for specific occasions for teenagers. The company has been doing well in this category. The company wishes to diversify its portfolio and now is planning to launch watches exclusive for the teenagers. It also plans to launch various other products for teenagers, especially trendy wears for teenagers, which include T-Shirts and Jeans for young boys and girls. The company is also looking to sell the shoes, watches and clothes to the teenagers in international markets and is undertaking research to study various factors influencing consumer purchases.

a) Analyze the various factors influencing buying behavior of teenagers for shoes, watches and clothes.

Apply the concepts and individual analysis to be given credit.

b) Determine whether it is a right strategy for Smitha Enterprises to make products only for teenagers? What is your opinion on it?

Apply the concepts and individual analysis to be given credit.

[05]

CO2

L4

[05]

CO2

L3

Course Outcomes		PO1	PO2	PO3	PO4	PO5
CO1:	Make students have an understanding of the fundamental concepts of marketing & the environment in which marketing system operates.	1(a) 2(a) 3(a)	1(b)) 1(c))		3(c)	
CO2:	To analyze the motives influencing buying behavior & Describe major bases for segment marketing,		3(b))	2(b)) 4(b))	2(c)	4(a)
CO3:	Identify a Conceptual framework, covering basic elements of the marketing mix.					
CO4:	To understand fundamental premise underlying market driven strategies					

Cognitive level	KEYWORDS
L1	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.

L2	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss
L3	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify
L4	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select
L5	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
L6	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate

PO1–Theoretical Knowledge; PO2–Effective Communication Skills; PO3–Leadership Qualities; PO4 –Sustained Research Orientation; PO5 –Self-Sustaining Entrepreneurship

CCI

HOD