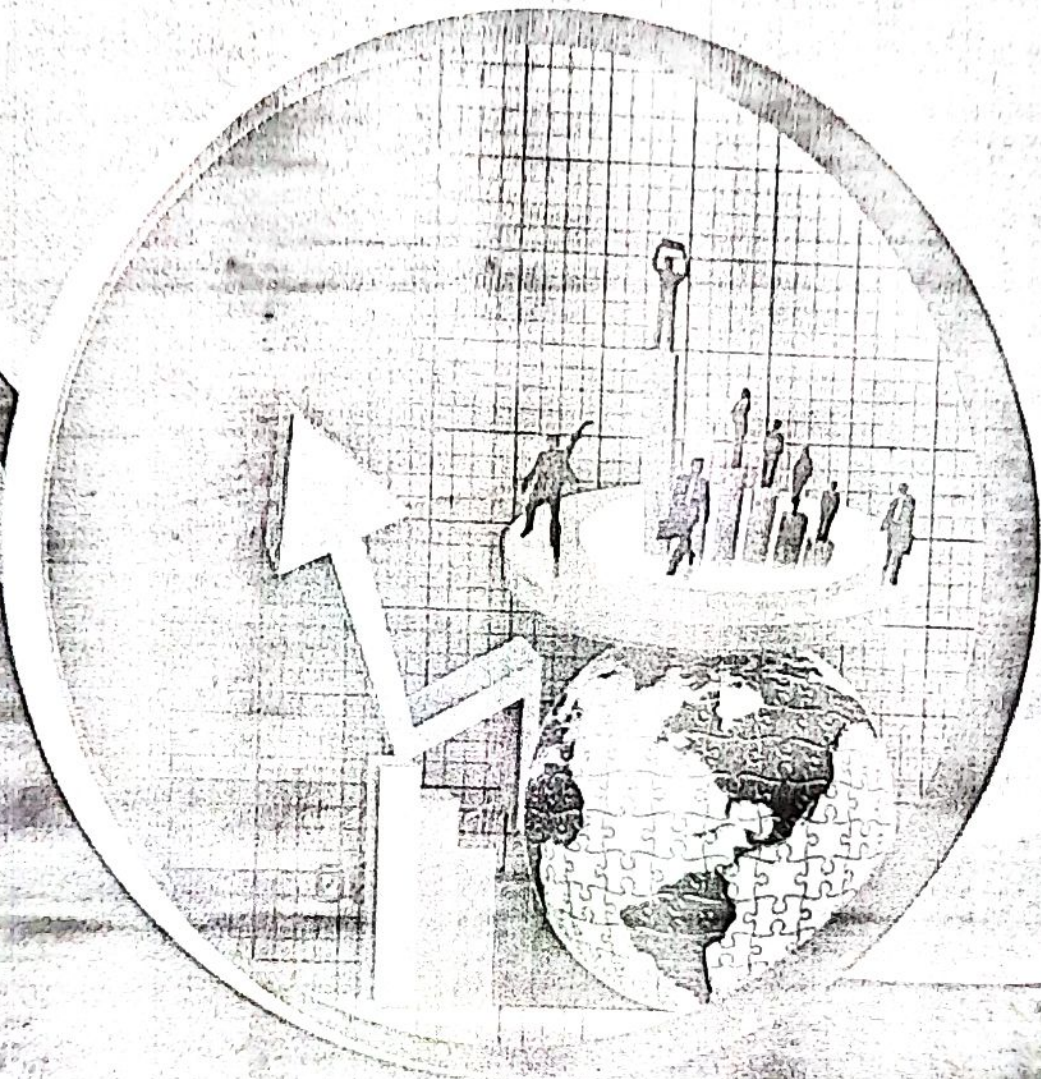


BBAD-201

# Bachelor of Business Administration



## Marketing Management



JAMIA HAMDARD  
(Deemed University)



# Contents

<b>Foreword</b>		v
<b>Unit 1</b>	<b>Marketing Basic Concepts</b>	1
	Meaning of the Functions of Marketing	
	Functions of Marketing	
	Characteristics of Modern Concept of Marketing	
	Seller's Market	
	Buyer's Market	
<b>Unit 2</b>	<b>Meaning, Functions and Importance of Marketing Management</b>	29
	Meaning and Definition of Marketing Management	
	Functions of Marketing Management	
	Principles of Marketing Management	
	Responsibilities of Marketing Manager	
	Meaning and Definition of Marketing Mix	
<b>Unit 3</b>	<b>Consumer Behaviour and Motivation</b>	45
	Meaning of Buying Motives	
	Buyer's Behaviour	
	The Diffusion Process	
	Meaning of Motivation Research	
	Stages of Buying Process	
<b>Unit 4</b>	<b>Product and Product Policies</b>	72
	Definition and Concepts of Product	
	Product Mix Defined	
	Concept of Life Cycle of a Product	
	Product Planning	
	Product Line Policies and Strategies	
	Process of New Product Development	
	Procedure for Test Marketing	
	Product Simplification	
	Product Diversification	
	Product Elimination	
<b>Unit 5</b>	<b>Pricing Decisions, Price Policy and Strategy</b>	117
	Meaning and Definition of Pricing Decision	
	Contents of Price Decision	
	Factors Affecting the Pricing Decision	
	Information Required by Price Setters	
	Methods of Determining Prices	
	Pricing in Different Stages of Life Cycle of a Product	