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Campus: Ibrahimpatnam, R.R. District, Hyderabad-501506, Telangana, India. Ph: (0/95) 8414-20 21 20/21

Date: 23.11.2015

CIRCULAR

Skill development program for MBA students starting from 07th Dec,2015 onwards.

The HOD and Placements coordinators have to manage the trainings and ensure 95% attendance all through the sessions.

All Mentors need to send the compiled feedback report to Dr.B.Madhusudhan Reddy, hodmba.gnit@gniindia.org daily. Mentors are advised to take care of PNR (Students not participating in training).

Agenda:

Introduction to Marketing management.

HOD-MBA



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Marketing management

SNO.	TOPIC COVERED	DURATION(in hours)
1	Discover Marketing Management	3
2	Macro-level External Environment, Competitive Environment , Internal Environment & SWOT Analysis	3
3	CONSUMER BEHAVIOR RESEARCH	3
4	Buying Behavior	3
5	MARKETING MIX / The 4 P's: 1. Product, 2. Price, 3. Place, 4. Promotion	3
6	Product/Brand Management	3
7	Price and Deliver the Value Offering	3
8	Communicating the Value Offering through the elements of Integrated Marketing Communications	3
9	Advertising, Sales Promotion and Public Relations	3
10	Marketing Plan Presentations	3

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Marketing management

S.NO	R.NO	STUDENT NAME
1	14831E0001	AGGI MOUNIKA
2	14831E0002	AMRINDER SINGH
3	14831E0004	B NEERAJA
4	14831E0005	BANUKAR PRAMOD
5	14831E0006	BIDDA SRAVANTHI
6	14831E0007	BINGI SURESH
7	14831E0008	BOLLA SRI CHANDANA
8	14831E0009	CHALVADI THIRUMALA KISHOR
9	14831E0011	CHINTAKUNTLA HEPZIBAH
10	14831E0012	DACHPALLI MOUNICA
11	14831E0013	DARAM MAHENDRA REDDY
12	14831E0014	DAYARAVENKATESH PRAVALIKA
13	14831E0015	DHIRAJ RAO AMBATI
14	14831E0016	G HEMANTH SAGAR
15	14831E0017	G MONIKA
16	14831E0018	GANGADHARI SHARATH KUMAR
17	14831E0019	GOKAM PRASHANTH
18	14831E0020	GUMMALLA LAKSHMI MOUNIKA
19	14831E0021	GURIJALA PRAGNYA
20	14831E0022	J RAVI
21	14831E0023	JARUPLA KIRAN NAIK
22	14831E0024	K SOUNDARYA
23	14831E0025	KAIF MOHAMMAD
24	14831E0026	KAKARLA SAIKUMAR REDDY
25	14831E0028	KATEPALLY PRAVEEN KUMAR
26	14831E0029	KOTOJU LAXMI PRASANNA
27	14831E0030	LINGAMPALLY CHANDANA
28	14831E0031	MADAM ANANTH NAG
29	14831E0032	MAHESWARAM SNEHA
30	14831E0033	MANCHIKATLA BHARATH KUMAR



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31	14831E0034	MD AZAZ
32	14831E0035	MD DANISH AHMAD
33	14831E0037	MD KHALID
34	14831E0038	MOGILI V S R S K RAVI TEJA
35	14831E0039	MOOLA SREEKAR
36	14831E0040	MUDDAGOUNI SOWMYA
37	14831E0042	PADAMATI RAJANIKANTH REDDY
38	14831E0043	PAPISHETTI SANDEEP
39	14831E0044	R NAVYA REDDY
40	14831E0045	RESHMA KHATUN
41	14831E0046	RITHIKA Y
42	14831E0047	RUPAL BUNG
43	14831E0048	S CHETAN
44	14831E0049	SAI PRASANNA KULKARNI
45	14831E0050	SAILAJA ANEEPARTHI
46	14831E0051	TAVALAM SARITHA RANI
47	14831E0052	THALLAPALLI PRADEEP
48	14831E0053	THOTA NISHITA
49	14831E0054	VALOOJU NANDINI
50	14831E0055	VANAM SIRISHA
51	14831E0056	VOLLALA SAMRAT
52	14831E0057	YERUVA GOPALREDDY
53	14831E0058	DASARI SATISH
54	14831E0059	PALEGALLA KIRAN KUMAR
55	14831E0060	MOUNIKA RANI

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QUESTION PAPER

Time: 120 Mins

5 x 4 = 20 Marks

ALL QUESTIONS CARRY EQUAL MARKS

Answer the following

- 1. What are the features of marketing?**
- 2. What are the merits of sales promotion?**
- 3. What are the characteristics of sellers or marketer?**
- 4. What are the demerits of sales promotion?**
- 5. What are the objectives of advertising?**

***** ALL THE BEST *****

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S.No	H. T. No.	NAME OF THE STUDENT	MARKS	RESULT
1	14831E0001	AGGI MOUNIKA	16	PASS
2	14831E0002	AMRINDER SINGH	16	PASS
3	14831E0004	B NEERAJA	15	PASS
4	14831E0005	BANUKAR PRAMOD	10	PASS
5	14831E0006	BIDDA SRAVANTHI	7	FAIL
6	14831E0007	BINGI SURESH	16	PASS
7	14831E0008	BOLLA SRI CHANDANA	18	PASS
8	14831E0009	CHALVADI THIRUMALA KISHOR	17	PASS
9	14831E0011	CHINTAKUNTLA HEPZIBAH	15	PASS
10	14831E0012	DACHPALLI MOUNICA	16	PASS
11	14831E0013	DARAM MAHENDRA REDDY	18	PASS
12	14831E0014	DAYARAVENKATESH PRAVALIKA	19	PASS
13	14831E0015	DHIRAJ RAO AMBATI	18	PASS
14	14831E0016	G HEMANTH SAGAR	16	PASS
15	14831E0017	G MONIKA	18	PASS
16	14831E0018	GANGADHARI SHARATH KUMAR	6	FAIL
17	14831E0019	GOKAM PRASHANTH	16	PASS
18	14831E0020	GUMMALLA LAKSHMI MOUNIKA	16	PASS
19	14831E0021	GURIJALA PRAGNYA	18	PASS
20	14831E0022	J RAVI	19	PASS
21	14831E0023	JARUPLA KIRAN NAIK	16	PASS
22	14831E0024	K SOUNDARYA	15	PASS
23	14831E0025	KAIF MOHAMMAD	17	PASS
24	14831E0026	KAKARLA SAIKUMAR REDDY	15	PASS
25	14831E0028	KATEPALLY PRAVEEN KUMAR	16	PASS
26	14831E0029	KOTOJU LAXMI PRASANNA	4	FAIL
27	14831E0030	LINGAMPALLY CHANDANA	18	PASS
28	14831E0031	MADAM ANANTH NAG	12	PASS
29	14831E0032	MAHESWARAM SNEHA	16	PASS
30	14831E0033	MANCHIKATLA BHARATH KUMAR	16	PASS



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Department of Management studies Marketing management Summary

A strategy addresses the “what” and “why” of marketing activities, implementation addresses the “who”, “where”, “when” and “how”. One layer of strategy implies certain tactical implementations assignments at a lower level.

Bonoma identified four sets of skills for implementing marketing programs:

- 1. Diagnostic Skills: What went wrong?**
- 2. Identification of company level: Implementation problems can occur at 3 level namely the marketing function, the marketing program, and the marketing policy level.**
- 3. Implementation Skills**
- 4. Evaluation Skills** The skills needed to implement a marketing plan for non-profit organizations are the same as those needed for the commercial organizations. **Evaluation And Control:** The marketing department has to continuously monitor and control marketing activities. In spite of this, many companies have inadequate control procedures. The main findings of a study conducted on this were:
 - 1. Smaller companies do a poorer job of setting clear objectives and establishing systems to measure performance.**
 - 2. less than half of the companies studied knew their individual products’ profitability. About one third of them had no regular review procedures for spotting and deleting weak products.**
 - 3. Almost half the companies fail to compare their prices with those of their competition, to analyze their warehousing and distribution costs, to analyze the causes of returned merchandize, to conduct formal evaluations of advertising effectiveness, and to review their sales force’s call reports.**
 - 4. Many companies take four to eight weeks to develop control reports, which are occasionally inaccurate.**



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DEPARTMENT OF MANAGEMENT STUDIES

This is to certify that Mr/Ms....*K. Soundarya*.....
Of*MBA*..... has successfully completed the certification course on
"Marketing management" from *07/12/2015*...to...*17/12/2015*...

Co-Ordinator

R Munwar Basha

MBA-HOD

Dr. B. Madhusudhan Reddy

Principal

Dr. S. Sreenatha Reddy

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