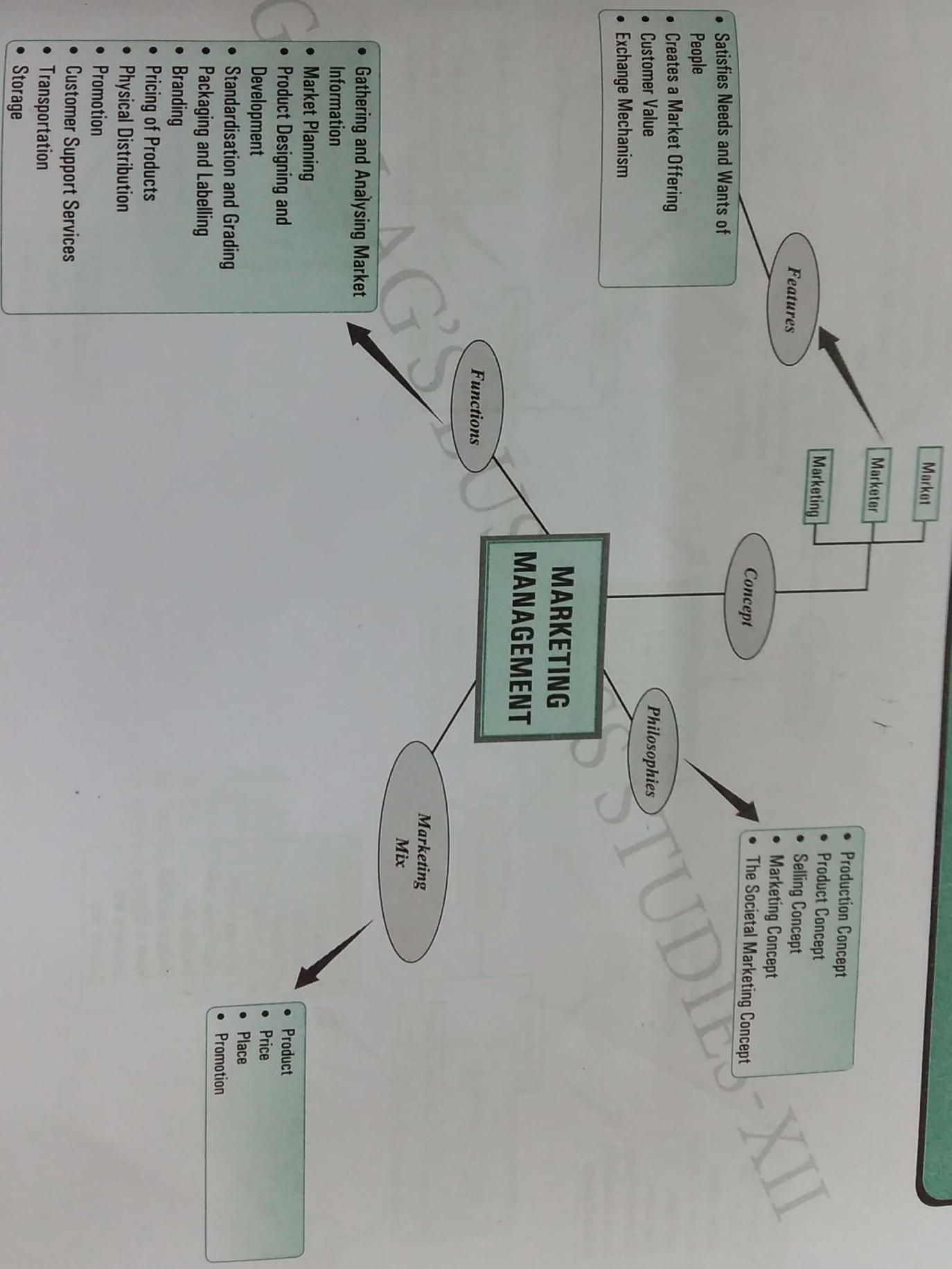
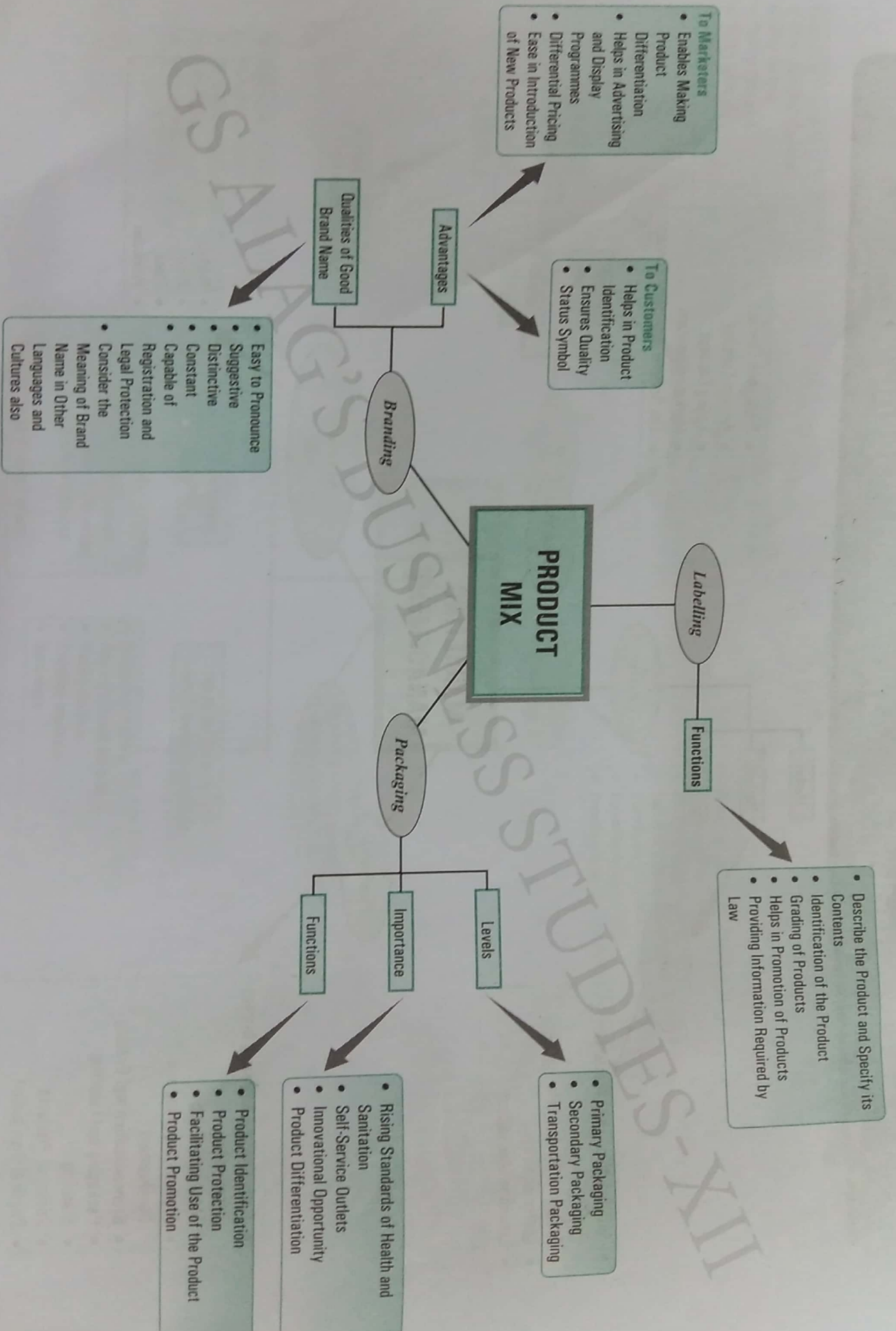


Chapter 11 : Marketing Management





PRICE MIX

Factors Affecting Price of a Product

- Pricing Objectives
 - Obtaining Market Share Leadership
 - Surviving in a Competitive Market
 - Attaining Product Quality Leadership
- Product Cost
- The Utility and Demand
- Extent of Competition in the Market
- Government and Legal Regulations
- Marketing Methods Used

PLACE/PHYSICAL DISTRIBUTION MIX

Channels of Distribution

Types of Channels

Direct

- Own Retail Outlets
- Door to Door Selling
- Mail Order Selling
- Tele-Marketing
- Internet Selling

Indirect

- One Level
- Two Level
- Three Level

- Paid Form
- Non-Personal
- Identified Sponsor

Features

- Personal Interaction
- Development of Relationship
- Oral
- Two-Way Communication
- Narrow Coverage

PROMOTION MIX

Advertising

Features

Features

Personal Selling

Physical Movements of Goods

- Order Processing
- Transportation
- Warehousing
- Inventory Control