

To

The Board of Studies,
S.D.M.M.V
Narwana

Sub: - Approval for Marketing & Marketing Concepts.

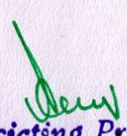
Respected Madam,

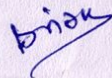
We want to start a certified offline course Marketing & Marketing Concepts (30 Hours) in our campus. A Certificate is an education goal for many students who want to improve their visibility among aggressive job applications. Certificates may help to provide students with increased skills and experience. Syllabus of Marketing & Marketing Concepts is attached with this application. Please kindly approve this certified course. We shall be thankful to you for this.

Enclosed: - Syllabus of the Certificate Course.

Yours Faithfully

Monika Garg- Asst. Professor in Commerce Department
Monika Mittal- Asst. Professor in Commerce Department


Officiating Principal
S.D. Mahila Mahavidyalaya
NARWANA

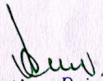


Overview on the course marketing and marketing concept

The Marketing concept is based on "right" principle. The Marketing concept is the use of marketing data to focus on the needs and the wants of the customer in order to develop marketing strategies that not only satisfy the needs of the customers but also accomplishment of the goal of the organization

Outcomes achieved:-

1. Students learn how to analyse consumer behaviour.
2. Students understand basic knowledge about marketing fundamentals.
3. Students gain exposure in conducting marketing research


Officiating Principal
S.D. Mahila Mahavidyalaya
NARWANA



Ms. Monika Garg
Asst. Prof. of Commerce

Ms. Monika Mittal
Asst. Prof. of Commerce

Subject: Approval for "Marketing and Marketing Concepts" by the Board of Studies

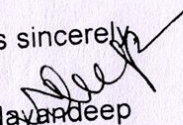
Dear Ms. Monika Garg & Monika Mittal,

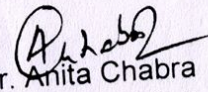
I am pleased to inform you that after careful consideration and review by the Board of Studies, has approved "Marketing and Marketing Concepts" which spans over 30+ hours of instruction.

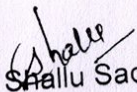
This course has been evaluated thoroughly to ensure its alignment with our institution's academic standards and objectives. We believe that it will significantly contribute to the academic enrichment of our students and align with our commitment to providing high-quality education.

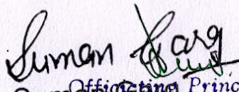
Thank you for your interest and support in our academic endeavors.

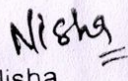
Yours sincerely,

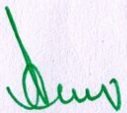

Dr. Nayan Deep
Assoc. Prof. in Eco.
Convener

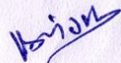

Dr. Anita Chabra
Asst. Prof. in Hindi
Member


Dr. Shalu Sachdeva
Asst. Prof. in Hist.
Member


Suman Garg
Asst. Prof. in Eng.
Member


Nisha
Asst. Prof. in Physics
Member


Officiating Principal
S.D. Mahila Mahavidyalaya
NARWANA





S.D MAHILA MAHAVIDYALAYA NARWANA



DEPARTMENT OF COMMERCE

PROUDLY OFFERS

ADD ON CERTIFICATE COURSE IN

MARKETING AND MARKETING CONCEPTS

STARTING FROM 12 MAY 2022

Course Objectives:

- 1 Understanding Marketing fundamentals.**
- 2. Analyzing consumer Behaviour.**
- 3. Conducting Market Research**
- 4. Measuring Product development and branding.**

Officiating Principal
Sr. Mahila Mahavidyalaya
NARWANA



**MARKETING
CONCEPTS**

**DR. NAYAN DEEP
CONVENOR**

**MS. MONIKA GARG
MS. MONIKA MITTAL
CO-CONVENOR**

**DR. ANJANA LOHAN
PRINCIPAL**

Ph. No. 01684-240161

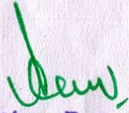


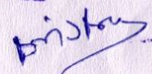
S D MAHILA MAHAVIDYALYA
NARWANA-126116 (JIND) HARYANA

Dated:- 8-05-2022

Notice

बी कॉम प्रथम वर्ष की सभी छात्राओं को सूचित किया जाता है कि 12 मई 2022 से महाविद्यालय में Marketing and Marketing Concept पर 30 घंटे का सर्टिफिकेट कोर्स करवाया जाएगा और कोर्स के अंत में परीक्षा ली जाएगी और छात्राओं को प्रमाण पत्र दिए जाएंगे।


Officiating Principal
S.D. Mahila Mahavidyalaya
NARWANA



Syllabus

1. First Week

- 1.1 Introduction of Marketing
- 1.2 Marketing Importance to various section of Society
- 1.3 Marketing as a Business Function
- 1.4 Marketing & Economic Development

2. Second Week

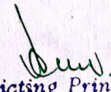
- 2.1 Introduction of Marketing Concepts
- 2.2 Development of Marketing Concepts
- 2.3 Traditional Concepts
- 2.4 Modern Concepts
- 2.5 Significance of Marketing Concepts

3. Third Week

- 3.1 Introduction of Product Concepts
- 3.2 Product Classification
- 3.3 Consumer & Industrial Products
- 3.4 Introduction of Product Mix Strategy
- 3.5 Product Line Policies & Strategy

4. Fourth Week

- 4.1 Method of Product Identification
- 4.2 Explanation of Brand & Trademark
- 4.3 Brand Policies & Strategies
- 4.4 Classification of Packaging
- 4.5 Classification of Packaging Policies & Strategies


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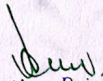


Marketing & Marketing Concepts
Certificate Course Paper Pattern

M.M- 40

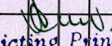
Time- 1:30 Hours

Note: - Paper setter will set 5 questions in all. Question No. 1 comprising of 10 Short type questions carrying 2 Marks each is compulsory. It covers the entire syllabus. Candidate is required to attempt all questions carrying four (4) Marks each.


Officiating Principal
S.D. Mahila Mahavidyalaya
NARWANA



Sr.No	Student Name	College Roll No.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
1	SUN CHI DEVI	1211913003001																																				
2	KHUSHI	1211913003002																																				
3	DEEPIKA	1211913003003																																				
4	ANGHAL	1211913003004																																				
5	NAJARIYA	1211913003005																																				
6	SHALLU	1211913003006																																				
7	JAGRITI	1211913003007																																				
8	LAKSHU	1211913003008																																				
9	MANISHA	1211913003009																																				
10	DEEPIKA	1211913003010																																				
11	SANJANA	1211913003011																																				
12	NEHA	1211913003012																																				
13	PRIVANSHU	1211913003013																																				
14	TANVIA NAGPAL	1211913003014																																				
15	AARTI DEVI	1211913003015																																				
16	SHIKSHA	1211913003016																																				
17	SANDHYA	1211913003017																																				
18	ANALI	1211913003018																																				
19	PRAATHAN	1211913003019																																				
20	SANRIDDHI JAIN	1211913003020																																				
21	TANVINA	1211913003021																																				
22	ANKITA	1211913003022																																				
23	SAKSHI	1211913003023																																				
24	DEEPIKA BANSAL	1211913003025																																				
25	KASHISH	1211913003026																																				
26	ANU DEVI	1211913003027																																				
27	NEHA	1211913003028																																				
28	KHUS-FBU	1211913003029																																				
29	NAVI	1211913003030																																				
30	ANJAL	1211913003031																																				
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39	MANISHA	1211913003042																																				
40	BHATERI	1211913003043																																				
41	POONAM	1211913003044																																				
42	SUSHIJA	1211913003045																																				


 SD Manish Mahapatra
 Officiating Principal

SUNDAY X

SUNDAY X

SUNDAY X

Sl.No.	Student Name	College Roll No.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30								
1	SUNIDHI DEVI	1211913003001	P	P	P	P	X	P	P	P	P	P	P	X	P	P																								
2	KHUSHI	1211913003002	P	P	P	P	P	P	P	P	P	P	P	P	P	P																								
3	DEEPIKA	1211913003003	P	P	P	P	P	P	P	P	P	P	P	P	P	P																								
4	ANCHAL	1211913003004	P	P	P	P	P	P	P	P	P	P	P	P	P	P																								
5	NAMARTA	1211913003005	P	P	P	P	P	P	P	P	P	P	P	P	P	P																								
6	SHALLU	1211913003006	P	P	P	P	P	P	P	P	P	P	P	P	P	P																								
7	JAGRITI	1211913003007	P	P	P	P	P	P	P	P	P	P	P	P	P	P																								
8	LAKSHU	1211913003008	P	P	P	P	P	P	P	P	P	P	P	P	P	P																								
9	MANISHA	1211913003009	P	P	P	P	P	P	P	P	P	P	P	P	P	P																								
10	DEEPIKA	1211913003010	P	P	P	P	P	P	P	P	P	P	P	P	P	P																								
11	SANJANA	1211913003011	P	P	P	P	P	P	P	P	P	P	P	P	P	P																								
12	NEHA	1211913003012	P	P	P	P	P	P	P	P	P	P	P	P	P	P																								
13	PRIYANSHU	1211913003013	P	P	P	P	P	P	P	P	P	P	P	P	P	P																								
14	TANYA NAGPAL	1211913003014	P	P	P	P	S	P	P	P	P	P	P	P	P	P																								
15	AARTI DEVI	1211913003015	P	P	P	P	N	P	P	P	P	P	P	P	P	P																								
16	SHIKSHA	1211913003016	P	P	P	P	N	P	P	P	P	P	P	P	P	P																								
17	SANDHYA	1211913003017	P	P	P	P	D	P	P	P	P	P	P	P	P	P																								
18	ANJALI	1211913003018	P	P	P	P	A	P	P	P	P	P	P	P	P	P																								
19	PRARTHANA	1211913003019	P	P	P	P	X	P	P	P	P	P	P	P	P	P																								
20	SAMRIDHI JAIN	1211913003020	P	P	P	P	P	P	P	P	P	P	P	P	P	P																								
21	TAMANNA	1211913003021	P	P	P	P	X	P	P	P	P	P	P	P	P	P																								
22	ANKITA	1211913003022	P	P	P	P	P	P	P	P	P	P	P	P	P	P																								
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35	MAHAK SINGLA	1211913003036	P	P	P	P	P	P	P	P	P	P	P	P	P	P																								
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40	BHATERI	1211913003043	P	P	P	P	P	P	P	P	P	P	P	P	P	P																								
41	POONAM	1211913003044	P	P	P	P	P	P	P	P	P	P	P	P	P	P																								
42	SUSHMA	1211913003045	P	P	P	P	P	P	P	P	P	P	P	P	P	P																								

Official Principal
S.D. Manish Singhania
NARAYANA



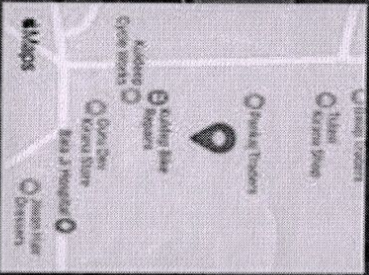
श्री गणेशाय नमः
G.D. MAHILA MAHAYODIYA NARWANA (IND)
Community Department
And Economics Department

Maps

- Chitwan District
- Tharu
- Karnali Zone
- Chitwan District
- Tharu
- Karnali Zone
- Chitwan District
- Tharu
- Karnali Zone

Narwana, HR, India
Birbal Nagar, Narwana, 126116,
Lat 29.593924, Long 76.109168
06/07/2022 11:57 AM

GPS Map Camera



Narwana, HR, India
Birbal Nagar, Narwana, 126116,
Lat 29.593924, Long 76.109168
06/07/2022 11:57 AM

GPS Map Camera

Marketing and Marketing Concept

M.M- 40

Part-1 Compulsory-

(10x2) =20

Que-1. विपणन तथा विक्रय में अंतर कीजिए । (4)
Differentiate Marketing with selling.

Que-2. एक विकासशील अर्थव्यवस्था में विपणन के महत्व की व्याख्या करो ।
Explain the importance of Marketing in a developing Economy. (5)

Que-3. विपणन विचार की व्याख्या कीजिए ।
Define Marketing Concept. (4)

Que-4. उत्पादन विचारधारा तथा उत्पाद विचारधारा में अंतर कीजिए । (6)
Differentiate production concept with product concept.

Que-5. संवर्धित उत्पाद क्या होता है । (7)
What is augmented product?

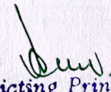
Que-6. सुविधाजनक उत्पादों की विशेषताएं बताइए । (1)
Describe the features of Convenience products.

Que-7. उत्पाद मिश्रण क्या होता है । (2)
What is product Mix?

Que-8. उत्पाद विभेदीकरण क्या है ? (3)
What is product differentiation?

Que-9. लेबल का वर्गीकरण बताओ ।
Classification of labels. (10)

Que-10. पैकेज और पैकेजिंग में क्या अंतर है ?
Differentiate package & packaging. (8)


Officiating Principal
S.D. Mahila Mahavidyalaya
NARAYANA



S.D. MAHILA MAHAVIDYALYA, NARWANA

Roll No. 1811200035 Class B. Com Ist yr Sec Subject Marketing & Marketing Concepts
Date.....
Signature.....
35
116

Deepika Bansal

Ans 1 Difference Marketing and Selling :-

Marketing	Selling
1. It revolves around the need and interest of the buyers.	1. It revolves around the need and interest of the seller.
2. It continue even after sales.	2. It comes to end with sales.
3. It is a retailer comprehensive term	3. It is a narrow term
4. It has long-term prospective	4. It has short term prospective

Ans 2. The importance of marketing in developing countries has been well indicated by Prof. Peter F. Ducker. According to him, marketing plays a major role with respect to the development of developing countries, in the following manners :-

1. It makes possible the fullest utilisation of existing resources and production capacity.
2. It mobilises unknown and untapped economic energies

Ans 7. Product Mix is a group of product manufactured or distributed by the business firm. Product mix need not consist of related products. A product mix is the full list of all products offered by a firm. For ex. Hindustan Lever Ltd. manufactures and sell different varieties of Soaps, Hair oil, Shampoos etc. A product mix is the composite of products offered for sale by a firm and business unit.

Ans 8 Product Differentiation:- Product differentiation is a marketing strategy by which a manufacturer differentiates his products his on the basis of brand name, colour, size, design, style, price, features, performance etc. Differentiation can be based on (i) Product (ii) Channel (iii) Promotion.

Ans 5 Augmented Product:- Augmented product is supported by additional consumer services and benefits. It is a broader conception of the product. Ex: When a marketer sells a television set as an augmented product, this is not selling only a television set, but also safe home delivery.

Ans 10 Difference between package and packaging:-

2. Convenience? - The consumer as well as middlemen want packages they are easy to carry, use and dispose off.

3. Identification! - Identification of products is an important function of packaging following class protection and convenience.

4) Promotion? - The attractive colour - combination, graphics, printed matter etc. on the package make an appealing effect on the consumer.

5) Dependability? - Truthfulness and honest representation is also an important function and quality of packaging.

Ans Product Mix? - Product Mix is a group of products manufactured or distributed by a business firm.

Factors Affecting the Product Mix are? -

1) Change in Market Demand? - The change in demand of product affect the product mix of manufacturer. The market demand of the product depend on consumer behaviour, fashion and purchasing power of the consumers.

was given in 1956 by Prof. Leo V. Aspinwall of University of Colorado in his article, 'Cost and Profit Outlook'.

According to Leo V. Aspinwall the product classification on the basis of: (i) Convenience (ii) Shopping (iii) Speciality provides the information only about the buyers behaviour to the marketer.

Ans & Label :- A label is an informative Tag/ stickers attached to the product or its package. The Label can either be a piece of paper, printed matter, impainted matter, leather or a seal, which is either a part of package or attached to it. It contains verbal information like contents, price name and place of manufacturer, brand name and necessary information.

Purpose of Labels :-

- 1) The label describes the product specialists which make the product a quick-mover. For example, product having subordinated labels like Reebok, Nike, L&S, SONY etc.
- 2) A label is a strong sale tool that encourages self-service operation because the label provide almost all the relevant information to the buyers which help their buying decision.

S.D. MAHILA MAHAVIDYALYA, NARWANA

Roll No. 1911913003001/33 Class B.Com.Tel. Sec. Subject: Marketing & Marketing Concepts

Sunishi Devi

Signature.....

Date.....

Part - I

Ans 1: Differentiate marketing with selling.

Marketing	Selling
1. It is concerned with product describing which is acceptable to customers.	1. It is concerned with the sale of goods already produced.
2. It begins before production.	2. It begins after production.
3. It is a comprehensive team.	3. It is a narrow team.
4. It earns profits through customer satisfaction.	4. It earns profits through sales volume.
5. It is a function that converts needs into products.	5. It is a function that converts goods into cash.

Ans 2: The importance of marketing in developing countries has been well indicated by Prof. Peter F. Drucker. According to him, marketing plays a major role with respect to the development of developing countries in the following manners:

1. It makes possible the fullest utilisation of existing resources and production capacities.
2. It mobilises unknown and untapped economic energies.
3. It contributes to the development of entrepreneur and managerial

Ans 7: Product Mix :- Product mix is a group of products manufactured or distributed by a business firm. Product mix need not consist of related products. A firm or company with several product lines have different type of products in its product mix. Thus, a product mix is the full list of all products offered by a firm, Ex :- Hindustan Lever Ltd. manufactures and sells different varieties of toilet soaps a washing soaps etc.

Ans 8: Product Differentiation :- Product differentiation is a marketing strategy by which a manufacturer differentiates his products on the basis of brand name, colour, size, design, style, price, features, performance, etc. Differentiation can be based on (i) product, (ii) channel, (iii) promotion.

Ans 5: Augmented Product :- Augmented product is supported by additional consumer services and benefits. It is a broader conception of the product. Ex :- when a marketer sells a television set as an augmented product, he is not selling only a television set, but also door home delivery.

Ans 10: Differentiate :- Package & Packaging :-

2. Convenience :- The consumers as well as middlemen want packages that are easy to carry, use and dispose off.

3. Identification :- Identification of products is an important function of packaging following close protection and convenience.

4. Promotion :- The attractive colour combinations, graphics, printed matter, etc. on the package make an appealing effect on the consumer.

5. Dependability :- Faithfulness and honest representation is also an important function and quality of packaging.

Ans 4. Product Mix :- Product mix is a group of products manufactured or distributed by a business firm.

Factors affecting the Product Mix :-

1. Change in market demand :- The change in demand of a product affects the product mix of the manufacturer. The market demand of a product depends on consumer behavior, fashion and purchasing power of the consumers.

Officiating Principal
S.D. Mahila Mahavidyalaya
NANDIVANA

Classification was given in 1956 by Prof. Leo V. Aspinwall of University of Colorado in his article, 'Cost and Profit Outlook',

According to Leo V. Aspinwall the product classification on the basis of:
(i) Convenience, (ii) Shipping and (iii) Speciality Provides the information only about the buyer behaviour to the marketer,

Ans 2: Label! - A label is an informative tag/sticker attached to the product or its package. The label can either be a piece of paper, printed matter, - imprinted metal, leather or a seal, which is either a part of a package or attached to it. It contains verbal information like contents, price, name and place of manufacture, brand name and necessary information.

Purpose of Labelling & Label! -

1. A label describes the product specialties which make the product a quick-mover. Ex: - Products having reputed labels like Redox, Nike, LGI etc.

2. A label provides sufficient information about the product to the user. Ex: - A bottle containing poison, not labelled, it fails to tell about its contents,

3. A label is a strong sales tool that encourages

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Market & Marketing Concepts		
Session 2021-22		
M.M. - 40		
College Roll No.	Student Name	
Mark		
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1211913003002	KHUSHI	32
1211913003003	DEEPIKA	32
1211913003004	ANCHAL	33
1211913003005	NAMARTA	32
1211913003006	SHALLU	33
1211913003007	JAGRITI	33
1211913003008	LAKSHU	34
1211913003009	MANISHA	32
1211913003010	DEEPIKA	33
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1211913003012	NEHA	32
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1211913003022	ANKITA	33
1211913003023	SAKSHI	32
1211913003025	DEEPIKA BANSAL	35
1211913003026	KASHISH	34
1211913003027	ANU DEVI	32
1211913003028	NEHA	33
1211913003029	KHUSHBU	32
1211913003030	NAVI	33
1211913003031	ANJALI	33
1211913003032	MUSKAN	33
1211913003033	TINA	35
1211913003034	MUSKAN	33
1211913003035	SWATI	32
1211913003036	MAHAK SINGLA	32
1211913003039	MINNU DEVI	33
1211913003040	PRIYANKA	33
1211913003041	MANISHA	32
1211913003042	MANISHA	32
1211913003043	BHATERI	32
1211913003044	POONAM	33
1211913003045	SUSHMA	32
Total Present		42
Absent		0
Total		42