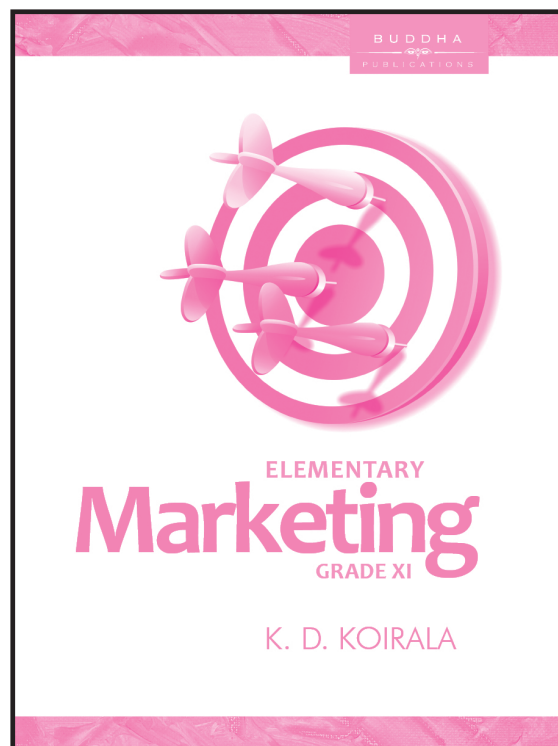
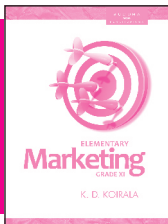


# E L E M E N T A R Y M A R K E T I N G

GRADE XI



Prof. Dr. Kundan Dutta Koirala



# ELEMENTARY MARKETING

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५. पाठ्यक्रमको सक्षमता, उद्देश्य एवम् विषयवस्तुको क्षेत्र र क्रमअनुसार सामग्रीमा सुधार गरी प्रकाशन गर्ने । पाठ्यक्रममा उल्लेख भएका तर पाठ्यसामग्रीमा छुट हुन गएका विषयवस्तुहरू समावेश गर्ने । मिति २०७०/०४/१५ मा प्रकाशित पाठ्यसामग्री मूल्याङ्कनसम्बन्धी सूचनाअनुसार मूल्याङ्कनका लागि सामग्री पेस गर्दा अपनाउनुपर्ने विधि र सर्त तथा सोही सूचनाबमोजिम पाठ्यसामग्री स्वीकृति सम्बन्धमा लेखक तथा प्रकाशकसँग गरिएको अनुरोधको पूर्ण पालना गर्ने ।
६. प्रत्येक एकाइको अन्त्यमा एक दुई वाक्यमा उत्तर आउने अति छोटो, छोटो र लामो उत्तर आउने गरी तीनै प्रकारका प्रश्नहरू र विषयवस्तुको प्रकृति मिल्ने एकाइहरूमा प्रशस्त साङ्ख्यिकीय समस्या र प्रश्नहरू समावेश गर्ने । विषयवस्तुको प्रकृतिअनुसार ज्ञान र बोध, प्रयोग, विश्लेषण, मूल्याङ्कन, सिर्जनशीलता तहका प्रश्नहरू समावेश गर्ने । अभ्याससँगै एकाइसँग सम्बन्धित विषयमा पाठ्यक्रममा निर्देश गरिएअनुसारका प्रयोगात्मक, परियोजना कार्य र सामुदायिक कार्यका नमुना क्रियाकलापहरू उल्लेख गर्ने ।
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# PREFACE

Marketing today has entered the social dimension with the introduction of the Holistic approach. Marketing is not only limited to customer satisfaction, but also to the exploration, creation and delivery of value to the customers and the society as a whole. Noticeably, Nepalese society is rapidly developing, not just in terms of the consumption behaviour of people, but largely in the pattern of life-style, thoughts and changing values.

The growth and use of the information communication technology (ICT) has brought the world together. Similarly, the service of the telecommunications, television, mobile phone, and many other forms of media has tremendously created a huge market for consumer electronics. Side by side, they have opened up new avenues for electronic marketing through telephone, television and the Internet. As a result, direct marketing has entered a new era with the technological advancements.

With all that in the background and taking the collective wishes, feedbacks and responses of the teachers of 'Marketing', and the expectations of the learners under consideration, the author has revised this book with new insights and teaching-learning aids. Many situation analyses and mini-cases have been included to make the students more analytical and creative. The book follows the new chapter scheme according to the new syllabus of Grade XI of the Curriculum Development Centre (CDC).

At this hour of bringing forth the book at the best, I would like to express my sincere gratitude to all the teachers of 'Marketing' for providing valuable and constructive suggestions that really helped for the book to come to this stage and standard with much improvement in this edition. Therefore, we hope that once you go through the book, you will find it exactly the type you needed and were looking for.

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# SYLLABUS

## Marketing

Grade: XI

	Content Area	Elaboration of Contents	Working Hours
1	Introduction to Marketing	1.1 Meaning and definition of marketing 1.2 Core concepts of marketing 1.3 Historical development of marketing 1.4 Status/position of customer in marketing 1.5 Approaches to the study of marketing 1.6 Importance of Marketing	18
2	Evolution of Marketing Concept	2.1 Reasons for developing marketing concept 2.2 Various types of marketing concept <ul style="list-style-type: none"><li>• Production Concept</li><li>• Product Concept</li><li>• Selling Concept</li><li>• Modern Marketing Concept</li><li>• Societal Marketing Concept</li><li>• Holistic marketing concept</li></ul> 2.3 Case study method	12
3	Marketing Mix and Its Components	3.1 Meaning and definition of marketing mix 3.2 Elements or components of marketing mix <ul style="list-style-type: none"><li>• Product mix</li><li>• Price mix</li><li>• Promotion mix</li><li>• Place mix</li><li>• Process mix</li><li>• People mix</li><li>• Physical evidence mix</li></ul> 3.3 Importance of marketing mix 3.4 Case exercise on marketing mix	12
4	Components of Marketing	4.1 Concepts of market (place concept, area concept and demand concept) 4.2 Types and features of market 4.3 Features of Nepalese market	14

	Content Area	Elaboration of Contents	Working Hours
		4.4 Customers 4.4.1 Concept and classifications -Individual (non-institutional) and institutional (organizational) buyers 4.4.2 Buying motives of customers: Meaning and types 4.5 Demand: Concept of needs, drive, wants, and demand- Creation of demand 4.6 Marketing process: Concept and structure, key players in marketing	
5	Marketing Functions	5.1 Merchandizing function 5.1.1 Buying: Meaning, nature and elements; methods of buying 5.1.2 Selling: Meaning, nature and elements of selling 5.2 Components of distribution function: 5.2.1 Meaning, methods of distribution and type of marketing intermediaries 5.2.2 Methods of distribution (Direct and Indirect distribution) 5.2.3 Types of marketing intermediaries <ul style="list-style-type: none"> <li>• Agents – Meaning, types (manufacturer's agent, sole agent, commission agent/ full-service agents and limited-service agents) and functions</li> <li>• Wholesalers– Meaning, types (merchant wholesalers, agent wholesalers, manufacturer-wholesaler or manufacturers' sales branches) and functions</li> <li>• Retailers – Meaning, types (traditional shops, departmental stores, super market, mall, multiple shops/chain stores, consumers' cooperatives and mail order business and functions Facilitating Functions: Grading, standardization, financing, risk bearing, information and salesmanship Field visit and class presentation</li> </ul>	24
6	Marketing Environment	6.1 Meaning and definition of marketing environment 6.2 Features of marketing environment 6.3 Components of marketing environment: Internal and external 6.4 General impacts of marketing environment on a firm's marketing activities 6.4 Market visit and survey	16
7	Buyer Behaviour and Buying Decision	7.1 Meaning and features of buyer and buyer behaviour 7.2 Need for understanding buyer behaviour 7.3 Buying process of individual buyer or consumer buying process 7.4 Buying process of an organization or organizational buying process	12

	Content Area	Elaboration of Contents	Working Hours
		7.5 Market visit and conduct survey	
		7.6 A case study on buyer behaviour	
8	Marketing Information System	8.1 Meaning and definition of marketing information system 8.2 Features of marketing information system 8.3 Importance of marketing information 8.4 Elements of components of marketing information system: <ul style="list-style-type: none"> <li>• Internal records system;</li> <li>• Marketing intelligence system;</li> <li>• Decision support system;</li> <li>• Marketing research – Meaning, features, and process;</li> </ul>	12
9	Project Work and Report Preparation	9.1 Describe concept of research/project work, research process, and research methodologies. 9.2 Select project area and a topic; 9.3 Prepare a questionnaire. 9.4 Organize a field visit and collect data and information. 9.5 Analyze data and prepare a report. 9.6 Present and submit the project report	





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