

**Department – Marketing Management**

**List of practical's along with date of submission for 1<sup>st</sup> Semester**

**2011-12**

**S.Y.B.Com. Div – D**

First Term Practical Assignments

**Marketing Management – I**

A) Develop a brand familiarity and brand favourability score for the following brands.

1. Colgate	9. Parle G	17. Garden Vareli	25. Nescafe
2. Pepsodent	10. Pizza Hut	18. Cotton King	26. Maggie
3. Lax	11. Polo	19. Titan	27. Pepsi
4. Santoor	12. Amul	20. Hidesign	28. Rin
5. Dove	13. Bisleri	21. Swift	29. Dettol
6. Pantene	14. Gems	22. Ilo	30. Tiger Balm
7. Fair & Lovely	15. 5 Star	23. Times of India	
8. Axe	16. Levis	24. Bata	

Submission: 26, 27 Sept, 2011

Contact 5 respondents who are strangers to you and ask them if they know the brands and if they like the brands use the following scales:

**Familiarity scale:**

1	2	3	4	5
Never heard of	Heard of only	Know a little bit	Know a fair amount	Know very well

**Favourability scale:**

1	2	3	4	5
Very unfavourable	Somewhat unfavourable	Indifferent	Somewhat favourable	Very favourable

Jot down responses on a response sheet & then answer the following questions:

- 1) Which was the most familiar brand in your small survey?
- 2) Which was the most favoured brand?
- 3) If you had to start an advertisement campaign, which brand will you choose?

B) A small note titled 'Direct selling' written by Prof. Vasudha Joshi was distributed in the class. Students have to attach the note in their Journals and after reading it answer the following questions in their own words:

- 1) Why is profit margin high in direct marketing?
- 2) Explain types of direct Marketing.
- 3) Make a 1- Page summary of the note in the journal.

C) Collect and paste any 3 food labels (packages of food items) in your journal. Then complete the following table:

<b>Sr. No.</b>	<b>Item of information</b>	<b>Label 1</b>	<b>2</b>	<b>3</b>
1	Name of Manufacture			
2	Registered office address			
3	Net weight			
4	MRP			
5	Packed on			
6	Best before			
7	Batch no.			
8	Ingredients			
9	Nutrition Facts: a) Calories b) I) saturated fat II) monounsaturated fat III) Polyunsaturated fat c) Cholesterol d) Sodium e) Carbohydrates f) Dietary fibre g) Sugars			
10	Barcode			
11	Sign for Veg / Nonveg. Preparation			
12	Brand name			
13	Short description			
14	Small slogan, pictures			
15	Feedback /Complaints / Helpline no./ E-mail Id			
16	ISI Mark / ISO Certificate			

Only put tick marks (✓) and Crosses (x) in column no. 2, 3 and 4 which you think is the best label and why?

## **Marketing Management – II**

### **T.Y. B.Com for the year 2011-12 Semester – I**

- 1) To collect latest information on any one topic in syllabus (**Last date of submission 22, 23, 24 August 2011.**)
- 2) To study Market segmentation by visiting dealers showroom for products such as car, handset laptops. (**Last date of submission 27<sup>th</sup> September 3, 4, 5, October 2011**)
- 3) To study customer relationship Management by visiting offices of leading tour operators (**Last date of submission 27<sup>th</sup> September 3, 4, 5, October 2011**)

**Asso. Prof. Asha D Jadhav**  
**Marketing Management – II**

**Marketing Management – III**  
**T.Y. B.Com. for the year 2011-12**

**Title of paper: - Advertising Management**

Name of Teacher: Prof. Mariam Noronha.

**Practical No. 1**

**Title :** History of Advertising

**Objectives :**

- 1) To trace the history & origin of advertising .
- 2) To highlight the important events & personalities in the same.

**Method :** Classroom Presentation

Date of Practical : 30<sup>th</sup> July 2011

Date of Submission : 20<sup>th</sup> sept, 2011.

**Practical No. 2**

**Title : -** A case study on the advertising strategy of the Times of India..

**Objective :**

- 1) To understand & analyse the advertising strategy of the Times of India as per the case provided .
- 2) To provide answers to the questions raised in the case.

**Method: -** Case study

**Date of Practical : -** 4th August 2011

**Date of Submission : -** 20<sup>th</sup> sept, 2011

**Practical No. 3**

**Title :-** Components of Layout

**Objectives : -**

- 1) To list & explain various components of layout of an advertising.
- 2) To collect advertisements & Point out various components in the same.

**Method:-** Collection 10 advertisements from newspapers & magazines, latest & library reference.

**Date of Practical : 2<sup>nd</sup> September 2011**

**Date of submission : - 20<sup>th</sup> September 2011**