



YASHWANTRAO CHAVAN MAHARASHTRTA OPEN UNIVRSITY, NASHIK

(Estd. By Government of Maharashtra)

Dnyangangotri, Near Gangapur Dam, Govardhan, Nashik-422 222

Home Assignment

Academic Year - 20.21 - 20.22

Name of the Programme & Prog. code	Marketing management & P.C. 204
Year/Semester	First Year / 2nd sem
Name of the course & course code	M.B.A. & P79
Name of the student	Akshay Vijay Khot
Permanent Registration Number	2021017000273132
Student Address	A/p Shivpuri Tal. - Walwa Dist - Sangli
Mobile Number	7972520011 E-mail ID - akshay.khot1845020@gmail.com
Name of the Study Centre & code	R.I.T. (7232A)
Date of submission	30/5/22 No. Of pages Attached : 07

Start writing Home Assignment form the next line. Write page number on each page.

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Q.
No

1

Explain the 4ps of marketing mix
of the product

I revealed earlier that the main component of marketing challenge I had with these product was that being produced by groups of women having different business orientation, profit and profitability concern different training back ground and scattered in a very large geographical area. these differences percolated major form i.e

- ① Inconsistent supply of finished goods
- ② Inconsistent quality
- ③ Disparate quality in goods produce by different
- ④ No communication amongst groups


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But if you may look positively at this situation from a market side / perspective you would realize that

(a) You have a ~~heavy~~ huge volume (no. of goods offered)

(b) product variety is high

(c) quality has a range to ~~ext~~ accommodate many target.

(d) feature one can categorize and customize.

(2) 'P' the price

position to the product with the marketing of the value perspective you very well have a price in front of you because:

(a) cost are evident and clear

(b) you understand the offering & value proposition of the offering

(c) you have an idea of value of producers and customers.

(3) 'P' the place

place is the one of the most important marketing mix. The customer should get product & service where they want and place too affects all other tool of marketing.



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(4) 'p' the promotion

positioning though has component which are not only related to creating an image / picture in the minds of the customer but also associated with how that picture gets established and sustain itself as a promise, which may further be interpreted in term of branding but the big question are how to convey, what to convey and who would convey so as the process of desired positioning gets initiated and promotion gets into being.

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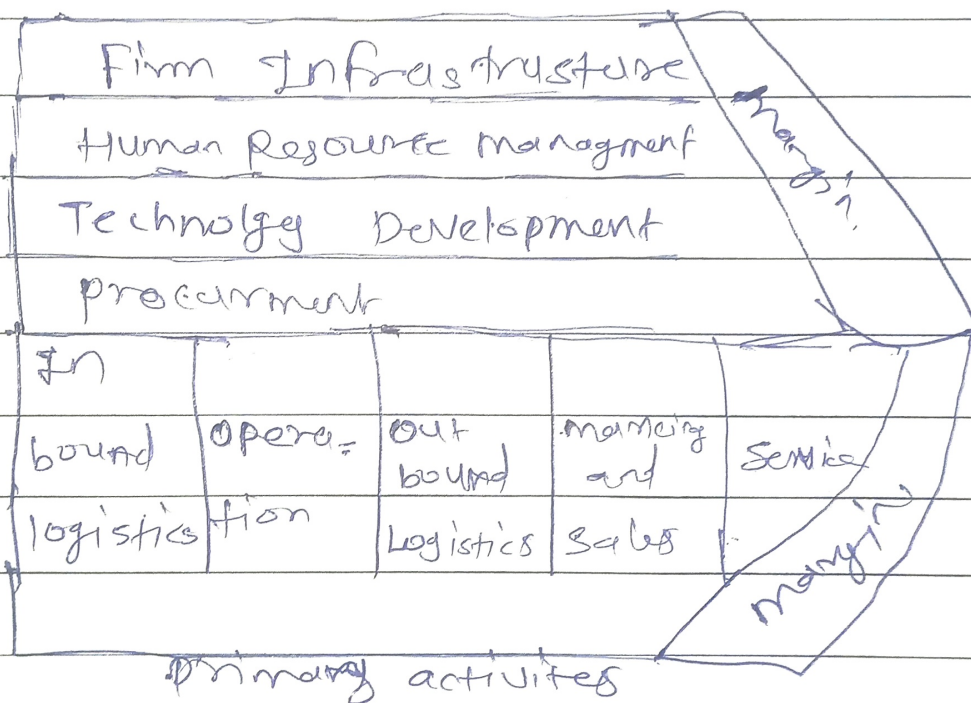
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2 write note on Value and Value chain.

As we may observe now that values to value exchange may also be seen with the perspective of reconciling STP, Segmentation, targeting and positioning developing combination of McCarthy's 4Ps, product / service price place and promotion



The Generic Value chain

Value chain model proposes for a business to be seen with the logic of value and cost creating and support activities. For example. A very luxurious hospital and a clean and good hospital both are having appropriate

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Focus value chain and value

It is important and pertinent to understand that there is a limitation to what an organization can do effectively throughout the 'value chain'. This limitation not only because of the technological or other constraints but also due to orientation of its human resource which can also be expressed in terms of focus of an organisation.



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Q. No 3 what is Research design? explain its types.
while defining a methodology under the chosen research approach one should define a research design to be chosen which subsequently is associated with logical integrated sets of steps.

Types of research Design

- (a) exploratory research design - this design is associated with situation where a problem is not defined or a problem is defined & as we understand no problem no solution
- (b) Descriptive research design - this design has a peculiar association with a defined problem & need for understanding or observing or analysing phenomenon is there
- (c) Casual research Design - ~~that~~ this design is associated with generation of a cause and monitoring of the effect i.e. generating a phenomenon to be understood along with its effects.



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Q. No. 4 Explain the roles of marketing channel's in marketing strategies.

A marketing channel is set of practices or activities necessary to transfer the ownership of goods and to move goods from the point of production to the point of consumption and as such as which consist of all the institution and all the marketing activities in the marketing process.

Roles of marketing channel in marketing strategy:

- ① links producers to buyers.
- ② performs sales advertising and promotion
- ③ influences the firm's pricing strategy.
- ④ affecting product strategy through branding, policies willingness to stock.
- ⑤ customize profits, install, maintain offer etc.

An example of this is Brian apple orchard:

Apple orchard > Transport > Processing factory > packaging > final product to be sold > apple pie etc eaten