

According to Management



Brand: Mehta Solutions

Product Code: case230

Weight: 0.00kg

Price: Rs500

Short Description

According to Management

Description

According to Management CAST STUDY solution

Read the case below and answer the questions given at the end.

(a) According to Management Guru Peter Drucker, "There will always, one can assume, be need for some selling. But the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself . Ideally, marketing should result in a customer who is ready to buy. All that should be needed then is to make the product or service available." Even if Drucker is right in claiming that the aim of marketing is to make selling superfluous, what are the practical problems associated with 'knowing and understanding' the customer so well that the product or service sells itself ?

(b) What are the objectives of sales promotion ? Suggest some sales promotion schemes for increasing the sales of the following :

(i) Bath Soap

(ii) Instant Coffee

Details

1. Case study solved answers

2. pdf/word in 24-48 hrs

3. Fully Solved with answers