

el-ele-mleer

1. **elheCue kaer Delak kaalok #eS SJobcanJe** 1-33
(Meaning, Functions, Scope and Importance of Marketing)
elheCue kaer Delak SJob hejYee-ee, mheakCak Uee Giheo Deefecokker hejYee-edelW elheCue kaer mheakCak eldeejOeeje kaer elMeseladelW Deofjekak Uee «enka Deefecokker hejYee-edelW elheCue kaer Deofjekak eldeejOeeje kaer elMeseladelW mheakCak SJob Deofjekak eldeejOeeje cdlDdelej, elheCue kaer kaalok elheCue kaer DeJeejCedleMAd,,kaerSe, elheCue kaer canJe, elheCue Deej eldeleCe, elheCue Deej eldeleCe cdlDdelej, elheCue Oeyeroe kaer Delak SJob hejYee-ee, elheCue Oeyeroe kaer kaalok elheCue Oeyeroe kaer GõMÙe, elheCue Oeyeroe kaer kaalok elheCue eteSeCe, elheCue-eteSeCe kaer lelJe, elheCue eteSeCe kaer Oeyeelele kajvjes Jeeves leSkae, Yeeje cdlW elheCue Oeyeroe SJob Gmekaar mecanleSh elheCue veedleeb elheCue mede''ve, elheCue mede''ve kaer DeJelMÙkeale, elheCue mede''ve kaer canJe, elheCue mede''veelceka mejuvee, ðeMve-
2. **Giheo** 34-73
(Product)
Giheo kaer Delak SJob hejYee-edelW Giheo kaer elMeseladelW Giheo kaer canJe, Giheo—JeekrajCe, Deesefekak—Giheo, Gheveeak—Giheo, Giheo—eldeepave SJob elkeame, Giheo eldeepave kaer Delak SJob hejYee-ee, Giheo eldeepave kaer UejCe, Giheo eldeepave kaer canJe, Giheo elkeame kaer Delak SJob hejYee-ee, Giheo elkeame kaer canJe, Giheo elkeame kaer eteSeCe, Giheo elkeame kaer lelJe, Giheo elkeame kaer ueYe, Giheo eldeepave SJob Giheo elkeame kaer #eS, veleare Giheo kaer elkeame kaer ðeSele, Giheo eldeepave SJob elkeame kaer DeUle canJeCak #eS, DeoMekvele—Giheo kaer DeJelMÙkeale elW Giheo peave Ueak, Giheo peave Ueak kaer Delak SJob hejYee-edelW Giheo peave Ueak kaer elMeseladelWcevleedleW Giheo peave Ueak kaer DeJelMÙkeale mejepeveka DeLeje iej etSkaeT JemleDeeb kaer Giheo peave Ueak, heMveyeue Deej MaureheCak leLe ceenka JemleDeeb kaer Giheo peave Ueak, etSkaeT GiheoMÙkeale Giheo peave Ueak, Giheo peave Ueak kaer Oeyeelele kajvjes Jeeves leSkae, Giheo peave Ueak kaer oajve elheCue Ueh jUveedleW Giheo meMveve, Giheo meMveve kaer eldelele veedleeb Giheo hejYeele mes DeMÙe, Giheo hejYeele kaer kajCe, Giheo hejYeele elcele ve ueves kaer kajCe, Giheo mejucekaCe, Giheo mejucekaCe kaer ueYe, Giheo eldelecekaCe, Giheo eldelecekaCe kaer eldelele™he, Giheo eldelecekaCe kaer ueYe, Giheo mejucekaCe Deej Giheo eldelecekaCe cdlDdelej, ðechekekaCe, ðechekekaCe kaer GõMÙe, ðechekekaCe kaer ðechekekaCe kaer canJe, ðechekekaCe kaer ose, eldeMe,,cekaCe, eldeMe,,cekaCe kaer eldelele ðechekekaCe DeLeje™he, eldeMe,,cekaCe kaer ueYe, eldeMe,,cekaCe kaer ose, ðeMve-
3. **Giheo-henÙee : yee[ie, S[ceka, hakaepie, ueyeue Deej eldelelele nee** 74-95
(Product Identification : Branding, Trade Mark, Packaging, Labelling and After Sales Services)
Giheo henÙee, yee[ie : eldeleleSJob veedleeb yee[ie : Delak SJob hejYee-ee, elMeseladelW yee[ie elMÙka ðechekeka, yee[ie kaer ueYe, GiheoMÙkeale eldelelekaer ueYe, ceDleMÙkeale ueYe, GheveeakDeMÙkeale ueYe, yee[ie kaer nevedleeb DeMÙs yee[ie kaer DeJelMÙkeale lelJe, yee[ie heje#eCe, Uehhej elvñ DeLeje S[ceka, Delak SJob hejYee-ee S[ceka leLe yee[ie cdlDdelej, hakaepie (mede%ve) Delak SJob hejYee-ee, elMeseladeS hakaepie kaer GõMÙe, Oeyeele/DeMÙs hakaepie kaer DeJelMÙkeale lelJe, hakaepie kaer Yee[ie/kaer canJe, hakaepie veedleeb Ueh jUveedleW hakaepie elcele ðeSele, vecheSe/ueyeue/ueyeue DeLele SJob hejYee-ee, ueyeue kaer GõMÙe, ueyeueMÙkeale vecheSelekaer ðechekeka, eldelecejevle medleW Jeejisa, Delak Jeejisa kaer ðechekeka Jeejisa mes meyevele canJeCak leLe, ðeMve-
4. **yepej elvecekaCe** 96-107
(Market Segmentation)
Delak SJob hejYee-ee, yepej elvecekaCe kaer GõMÙe, yepej elvecekaCe kaer ueYe/canJe, Oeyeele elvecekaCe kaer elMeseladelW yepej elvecekaCe kaer DeDej, yepej elvecekaCe Deej elheCue veedle kaer Ueyeele, Devele elheCue jeele DeLeje Yeeveleare elheCue jeele/veedle, elvecekaCe Uee elcele[cele elheCue Ueh jUvee, mheakCak elheCue Ueh jUvee, ðeMve-

