

CONTENTS

| Chapter No. | Title | Page No. |
|-------------|---------------------------------------|----------|
| | ACKNOWLEDGEMENT | i |
| | CERTIFICATE | iii |
| | DECLARATION | iv |
| | LIST OF TABLES | v |
| | LIST OF CHARTS AND DIAGRAMS .. | vi |
| I. . . | <u>INTRODUCTION AND METHODOLOGY :</u> | |
| 1.1 | Introduction | 1 |
| 1.2 | Objectives of the study | 2 |
| 1.3 | Scope of the study | 3 |
| 1.4 | Methodology of the study | 4 |
| 1.5 | Limitations of the study | 6 |
| 1.6 | Plan of the study | 8 |
| II. | <u>THEORETICAL BACKGROUND :</u> | |
| 2.1 | What is Market ? | 11 |
| 2.2 | What is Marketing ? | 12 |
| 2.3 | Marketing V.S. Selling concept.. .. | 15 |
| 2.4 | Marketing Management | 16 |
| | i) Meaning and Definition | 16 |
| | ii) Functions | 17 |

| Chapter No. | Title | Page No. |
|-------------|--|----------|
| II. | 2.5 Marketing Mix .. | 18 |
| | i) Meaning .. | 18 |
| | ii) Definition .. | 19 |
| | iii) Elements .. | 20 |
| | iv) Utility .. | 20 |
| | v) Limitations .. | 21 |
| | 2.6 Product Planning and Development - | 21 |
| | i) Meaning and Definition .. | 21 |
| | ii) Steps in new product planning and development .. | 22 |
| | iii) Product Diversification .. | 24 |
| | iv) Product Simplification .. | 25 |
| | v) Product Elimination .. | 26 |
| | vi) Product Obsolescence .. | 26 |
| | 2.7 Pricing - | 27 |
| | i) Introduction .. | 27 |
| | ii) Pricing Objectives .. | 28 |
| | iii) Pricing Policies .. | 29 |
| | iv) Conclusion .. | 32 |
| | 2.8 Distribution Channels : | 33 |
| | i) Meaning .. | 33 |
| | ii) Common channels .. | 34 |
| | iii) Channel choice .. | 36 |
| | iv) Deciding number of middlemen | 38 |
| | v) Selection of particular middlemen. | 39 |

| Chapter No. | Title | Page No. |
|-------------|---------------------------------------|----------|
| II, | 2.9 Sales Promotion : | 40 |
| | i) Meaning | 40 |
| | ii) Elements | 41 |
| | 2.10 Marketing Information System : | 44 |
| | i) Meaning | 44 |
| | ii) Definition | 45 |
| | iii) Functions | 45 |
| | iv) Benefits | 46 |
| | v) Costs | 47 |
| | 2.11 Marketing Research : | 48 |
| | i) Meaning | 48 |
| | ii) Definition | 48 |
| | iii) Distinction from Market Research | 49 |
| | iv) Objects | 49 |
| | v) Procedure | 50 |
| III. | <u>ABOUT THE ORGANISATION :</u> | |
| | 3.1 Evolution of Diesel Engine .. | 54 |
| | 3.2 Diesel Engine Industry of India. | 57 |
| | 3.3 History of Menon and Menon .. | 60 |
| | 3.4 Menon and Menon Today .. | 62 |
| | 3.5 Corporate Philosophy .. | 65 |
| | 3.6 Marketing Strategy .. | 66 |
| | i) Product Policy .. | 67 |
| | ii) Pricing Policy .. | 68 |
| | iii) Distribution Channel .. | 69 |
| | iv) Promotion Policy .. | 71 |

| Chapter No. | Title | Page No. |
|------------------------|--|---------------------|
| III. | 3.7 The Company's Track Record at a glance. .. | 71 |
| | 3.8 Recent Development .. | 73 |
| | 3.9 Organisation Chart .. | 74 |
| IV. | <u>PRESENTATION AND INTERPRETATION OF DATA :</u> | |
| | 4.1 Introduction .. | 77 |
| | 4.2 Presentation of the data .. | 78 |
| | 4.3 Analysis and Interpretation of the data .. | 79 |
| | 4.6 Conclusion .. | 88 |
| V. | <u>CONCLUSIONS AND SUGGESTIONS :</u> | |
| | 5.1 Conclusions .. | 90 |
| | 5.2 Suggestions .. | 92 |
| | BIBLIOGRAPHY .. | 96 |
| | APPENDICES .. | 98 |