

St. Mira's College for Girls,
 (Autonomous-Affiliated to Savitribai Phule Pune University)
 Class: FYBCOM
 Subject: MARKETING & SALESMANSHIP
 Subject Code: C21505
 SEM II
 (2019- 20)

Unit1, 2, 3, 4

Skill Development - Functional Skills Analytical, Critical Thinking, Salesmanship

MARKETING PROJECT

AN ANALYTICAL STUDY OF FUNCTIONS OF MARKETING AND SALESMANSHIP PRACTICES THROUGH THE CASE STUDY OF MAHATMA PHULE MANDAI, PUNE CITY, ETC.

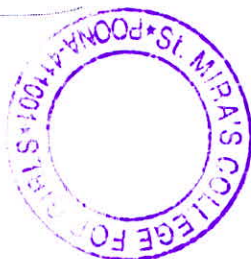
ROLL No.	NAME	DESCRIPTION OF WORK THROUGH SYMBOL
3230	ACHALI DHEER	
3240	MAHISHA VISHWAKARMA	
3245	MRUNALI KADAM	
3323	AKSHITA NEGI	

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- QUESTIONNAIRE
- 1) How much do you buy these vegetables?
 - 2) How do you transport them to market?
 - 3) For which vegetable on your stall does more demand?
 - 4) In which season prices rise in the market?
 - 5) Which period of the day is economical?
 - 6) Where do you store vegetables?
 - 7) Do you charge the same prices or you give in the prices for different customers?
 - 8) What skills you use when customer negotiates?
 - 9) If some customer come to buy only one vegetable from your stall, how do you convince them to buy other vegetables?
 - 10) How much you earn every day?
 - 11) Do you have regular customer?

Rajni Singh
 Asst. Prof. Rajni Singh
 SUBJECT TEACHER



Principal Incharge
 St. Mira's College for Girls

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2019-2020

Semester: II

Unit: 4 & 5

Skill Development: Analytical and Critical Thinking

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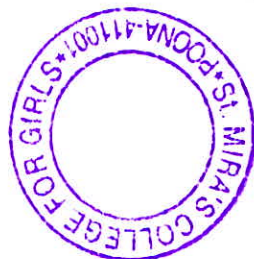
INTRODUCTION

The dream and far sighted vision of late Shri IN Vohra to bring the business and trade in India at par with the latest developments in the world in the field of logistics management led to the setting up of "Continental couriers" in 1957. Historically, Continental has enjoyed affiliations with several of the Global Players of the Industry. Prior to the liberalization and globalization of the Indian economy in 1991, they have worked with several global partners such as DHL, UTI, DPD, BAX Global, and many more. Having such a profound history in this field, Continental enjoys a global reputation that showcases their integrity and values. Previously, Continental had also been solely appointed to take charge of the entire ground handling for the Indira Gandhi International Airport (IGIA) during the years of 1975-1985. They own and operate their set of trucks as well as offices and warehouses in over 20 locations across the country, with offices located near most major ports across the country. "We enjoy a pan-India presence that allows us to be actively involved in achieving a high level of operational excellence." Mr. Mukherjee. "With the ever-changing dynamics of the Supply Chain Industry, Continental has always pioneered to be ahead at almost every step. With a legacy of over 5 decades, they strive to innovate and be ahead of the

Sub Teacher

Jyoti Chintan

(Signature)



(Signature)
Principal Incharge
St. Mira's College for Girls

Mr Mubin Ebrahim, a sales manager who believes that if you have to, sell even a stone, you'd sell it anyhow. Mr Ebrahim who's a multitasker, solely responsible for every employee (Pune based) believes that every point in life is a learning point, you ~~enrich~~ enhance your skills, increase your value, you be smart. He loves to sell and selling is his passion. He's a person who enjoys selling and can sell a product even in his sleep. Mr Ebrahim works in Continental group based in Mumbai.

Interview of Sales Manager.

Name :- Mubin Ebrahim

Company's Name :- Continental Carriers

Designation :- Sales Manager.

In which industry do you work as a sales manager?

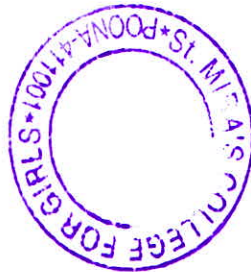
In the service industry, where we sell services to people. Services like air, sea, imports, exports, custom clearance. They sell services to the customer by giving them the cheapest service.

How many years of experience do you have in this field?

Subject Teacher:

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Jyoti Chintan



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