

St. Mira's College for Girls,
(Autonomous-Affiliated to Savitribai Phule Pune University)
Class: SYBCOM
Subject: Marketing-I
Subject Code: C31610
SEM III
(2017-18)

Unit 1, 2, 3, 4
Skill Development - Functional, Creativity, Salesmanship

MARKETING
ASSIGNMENT

1) PRIYA BATAJ 3812

2) NAVANA VENKAT 3813

3) SAJEE GAIKWAD 3814

SUBMITTED TO: PROF. RAJNI SINGH

DATE: 15th Sept, 2018

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1	<u>Introduction</u>
2	<u>Direct Mail</u> - Definition - Examples - Types of direct mail - Advantages & disadvantages - Courier services (direct mail)
3	<u>Production of the product</u>
4	<u>Product name</u> - Product usage - Different products - Sample of direct mail (traditional) - Influence of courier services as direct mail
5	<u>Email marketing</u> - Definition - Advantages & disadvantages - Email (sample) - Influence of email as direct mail
6	<u>Factors on which customers are selected for direct mail services</u> - Importance of marketing - Importance of market as marketing - Importance of sampling - Taste & preference of people

Q318

- Price
- Scents
- Package & Design
- Celebrity endorsement
- Advertisement

What kind of branded perfume name do you most prefer?

- Fashion designer brands (Chanel, Gucci, Hugo Boss)
- Cosmetic brands (Eternity La Parfum, Estee Lauder)
- Celebrity Brand (Kate Moss, Britney Spears)
- Other

10. Where do you usually buy perfume from?

- Cosmetic shops
- Retail Outlets
- Online shops
- Others

11. How often would you like to try a new brand?

- Three months or below
- Every 6 months
- Randomly

12. What would make you change your current perfume?

- If I smelt a sample from a magazine/catalogue/retailer
- If current perfume runs out
- Saw an advertisement
- Others

Rajni Singh
 Asst. Prof. Rajni Singh
 SUBJECT TEACHER



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