

MARKETING

Useful for IBPS SO, IBPS RRB SO & Other
Marketing Officer Exams



CONTENT

1. Introduction to Marketing Management.	04
2. Marketing Research And Anyalisis.	19
3. Marketing Planning And Strategies.	29
4. Types of Marketing.	42
5. Product Management.	55
6. Pricing.	73
7. Distribution Channel.	79
8. Promotion.	86
9. Brand Management - Meaning and Important Concepts.	92
10. Consumer Behaviour.	108
11. Digital and Service Marketing.	121
12. Marketing Ethics.	134

Full Lngth Mock

1. Marketing (Mock : 01).	147
2. Marketing (Mock : 02).	158
3. Marketing (Mock : 03).	168
4. Marketing (Mock : 04).	179
5. Marketing (Mock : 05).	189