



## **CASE BASED MARKETING ANALYSIS I**

### **COURSE CONTENTS:**

#### **UNIT 1: Modern Concept of Marketing:**

##### **Case studies:**

- Poona Coffee House-Improved operations under new management
- Indo Czech Precision Instruments- A sales orientation approach
- Raj Scooters Limited- Is marketing necessary in seller's market
- Mini steel plants- large scale mortality
- Hindustan publishing House- Environment factors affecting planned growth
- Perfect Compressors Pvt. Ltd.-Problem of vertical integration
- Baroda Engineering Works- Selling to the government market.

#### **UNIT 2: Consumer Markets and Buyer Behavior:**

##### **Case studies:**

- Vits Food Products Pvt. Ltd.- Consumer resistance
- Ajanta Biscuits Company-Short lived interest
- Telerama Company- Cognitive dissonance
- Nilgiri Tea Company- Acceptability to new flavours
- Energy Foods Pvt. Ltd.- New concepts in product formulation.