

This Text Book is useful for Savitribai Phule Pune University and other Universities as well as Competitive Exams.

Marketing Environment Analysis and Strategies

**(DSE A – 505 MM)
T.Y.B.B.A. (Sem. - V)**

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Preface

It is a matter of great pleasure for us to present this book to our esteemed readers. This book has been designed as standard text on 'Marketing Environment Analysis and Strategies (DSE A –505 MM) for T.Y.B.B.A.(Sem. - V).

This book comprehensively covers the entire syllabus of T.Y.B.B.A. 'Marketing Environment Analysis and Strategies (DSE A –505 MM) Course of Savitribai Phule Pune University effective from 2021 onwards. It has been written to meet the requirements of students of T.Y.B.B.A. Some of the special features of the book are as follows:

- 1. Full coverage of the revised syllabus of T.Y.B.B.A.*
- 2. Chapter outline at the beginning of each chapter to give a bird's eye view of the topics covered in the chapter.*
- 3. Point wise explanation of each topic in the chapter.*
- 4. Topics are logically arranged in numbered paragraphs exactly according to the modified syllabus.*
- 5. Proposed questions at the end of each chapter.*
- 6. Extensive use of diagrams, tables and various forms to give visual view of key concepts and techniques.*
- 7. Conversational, lucid and simple language.*

Every effort has been made to provide the readers with most up-to-date and authentic material on the subject.

We are very grateful to our publisher Mrs. and Mr. Rajesh Patne who have rendered all possible assistance in bringing out this book. We wish to acknowledge our deep gratitude to staff that has assisted and helped us in preparing this book. We will consider our efforts amply rewarded in case the book proves useful to the students and teachers of the subject.

Suggestions of readers are welcome and shall be acknowledged with gratitude.

With best wishes.

By Authors

Syllabus

T.Y.B.B.A. (Sem. - V)

Marketing Environment Analysis and Strategies (DSE A - 505 MM)

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2	Business Analysis 2.1 Business Analysis process, 2.2 Analysis Parameters-Industry Size, Segment Size, Category Size, Segment wise contribution, Growth Patterns, 2.3 Growth Drivers, Competition CSF, KPI, BCG matrix, Porter's 5 force analysis 2.4 Data Analytics-Role of Data Analytics in Business Analysis. Scope and its importance concerning marketing strategies. 2.4.1 Types of Data Analytics. 2.4.2 Challenges of Business Data Analytics.
3	Marketing Research : 3.1 Need of Marketing Research 3.2 Marketing Research Process 3.3 Consumer Buying Behavior, Marketing Environment Affecting Consumer Buying Behaviour 3.4 Big Data Analytics-Concerning Consumer Psychologies
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