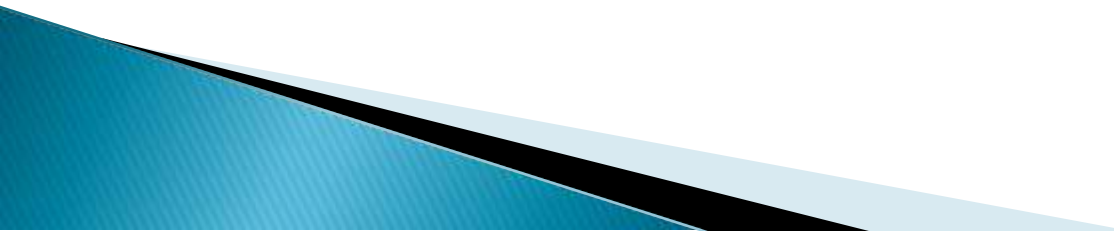


MANAGEMENT APPLICATIONS

TYBAF

MODULES

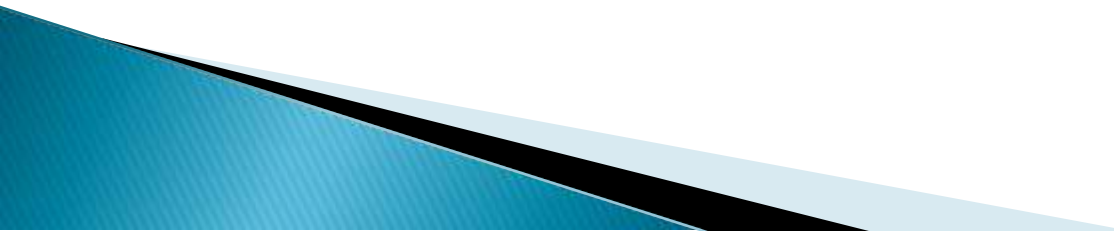
- ▶ **MODULE-1: MARKETING MANAGEMENT**
 - ▶ **MODULE-2: PRODUCTION MANAGEMENT**
 - ▶ **MODULE-3: HUMAN RESOURCE MANAGEMENT**
 - ▶ **MODULE-4: FINANCIAL MANAGEMENT**
- 

MARKETING MANAGEMENT

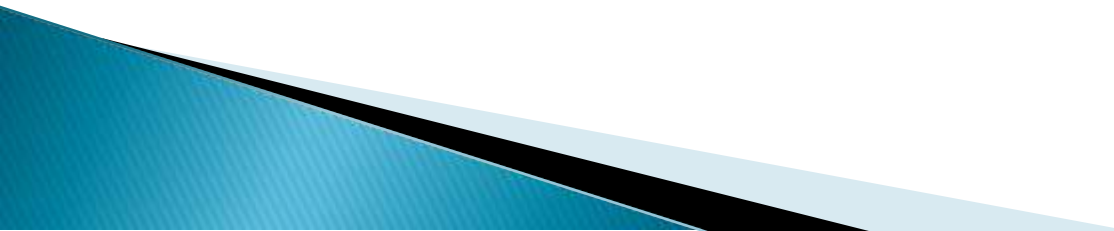
Features of Marketing

- Systematic process
 - ▶ Ideas, goods & services
 - ▶ Target markets
 - ▶ All pervasive
 - ▶ Customer satisfaction
 - ▶ Competitive advantage
 - ▶ Corporate image
 - ▶ Expansion of business
 - ▶ Organizational objectives
 - ▶ Marketing environment
 - ▶ Integrated approach
 - ▶ Societal interest
- 

Features of marketing mix

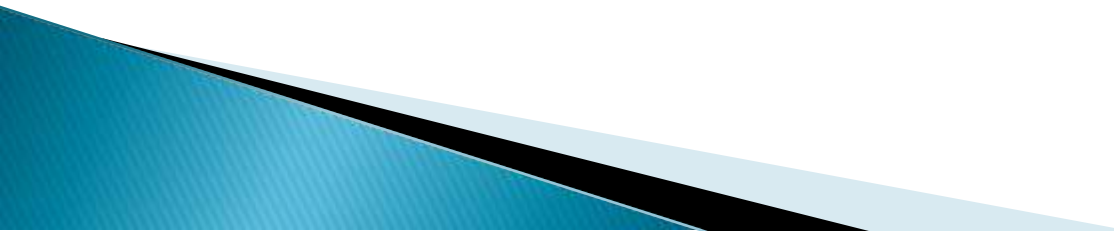
- ▶ All pervasive
 - ▶ Blended in many ways
 - ▶ Creativity
 - ▶ Dynamic
 - ▶ Environment variable
 - ▶ Focus on the customer
 - ▶ Goals of organization
 - ▶ Product life cycle
 - ▶ Organizational changes
 - ▶ Different marketing mix
 - ▶ Variables are interrelated
- 

Elements of Marketing (7'ps)

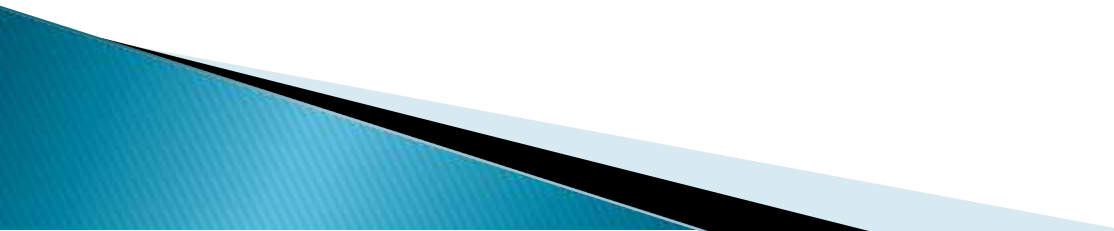
- ▶ Product
 - ▶ Price
 - ▶ Place
 - ▶ Promotion
 - ▶ Pace
 - ▶ Packaging
 - ▶ positioning
- 

Product Management

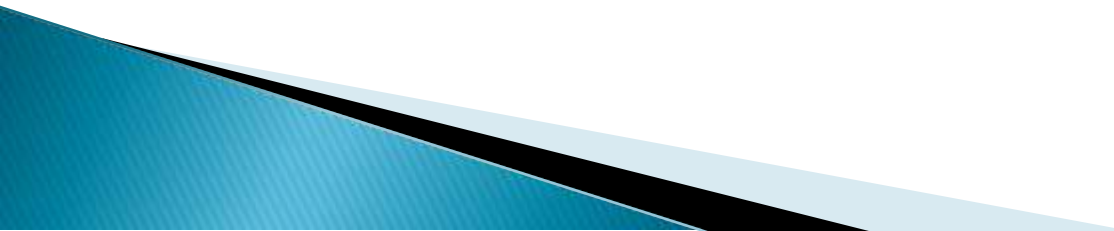
Types of product

- ▶ The core product
 - ▶ The Basic product
 - ▶ The Expected Product
 - ▶ The Augmented product
 - ▶ The potential product
- 

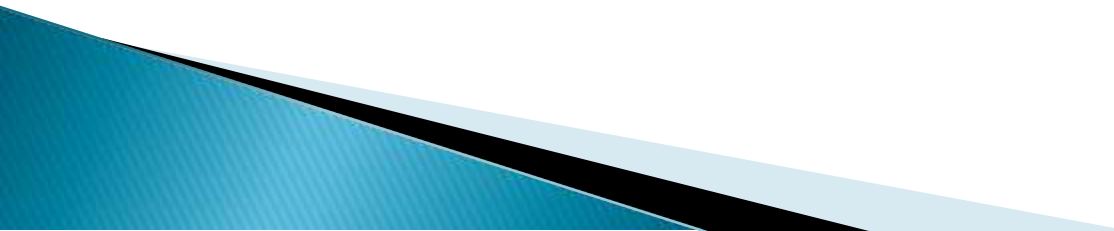
PRODUCT DIVERSIFICATION STRATEGY

- ▶ 1. VERTICAL DIVERSIFICATION
 - (a) Forward Diversification
 - (b) backward diversification
 - 2. Horizontal diversification
 - 3. Concentric diversification
 - 4. Conglomerate diversification
- 

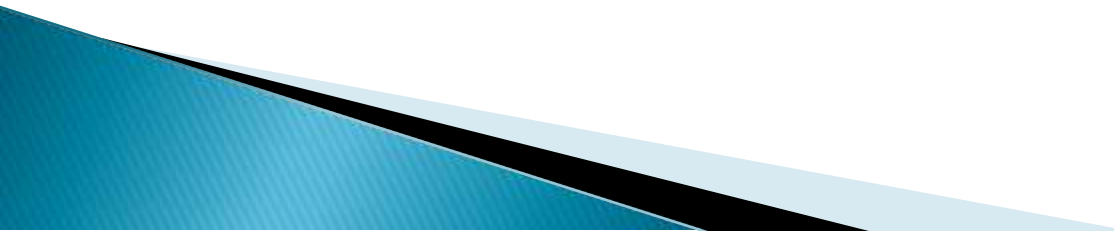
NEW PRODUCT DEVELOPMENT SRATEGY

- ▶ IDEA GENERATION
 - ▶ IDEA SCREENING
 - ▶ CONCEPT TESTING
 - ▶ BUISNESS ANALYSIS
 - ▶ PRODUCT DEVELOPMENT
 - ▶ TEST MARKETING
 - ▶ COMMERCIALISATION
 - ▶ REVIEW OF MARKETING PERFORMANCE
- 

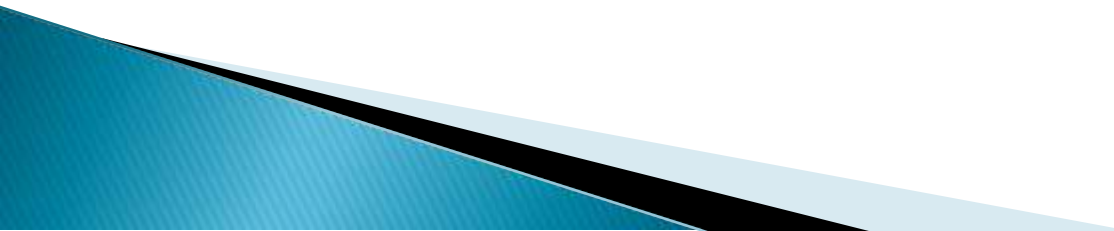
PRODUCT MODIFICATION STRATEGY

- ▶ CUSTOMER MUST RECOGNISE DIFFERENCE
 - ▶ MODIFICATION MUST ADD BENEFIT AND SATISFACTION
 - ▶ QUALITY MODIFICATION
 - ▶ FEATURES MODIFICATION
 - ▶ STYLE MODIFICATION
- 

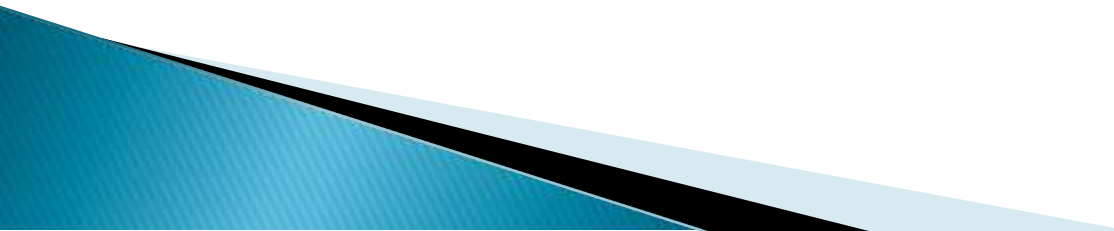
PRODUCT ADDITION STRATEGY

- ▶ IMPROVEMENT IN COMPANY RESOURCES
 - ▶ FINANCIAL CONSIDERATION
 - ▶ CHANGES IN TOP MANAGEMENT PHILOSOPHY
 - ▶ CHANGES IN THE ECONOMIC ENVIRONMENT
 - ▶ CHANGES IN THE COMPETITIVE ENVIRONMENT
 - ▶ CHANGES IN CONSUMER BEHAVIOUR
- 

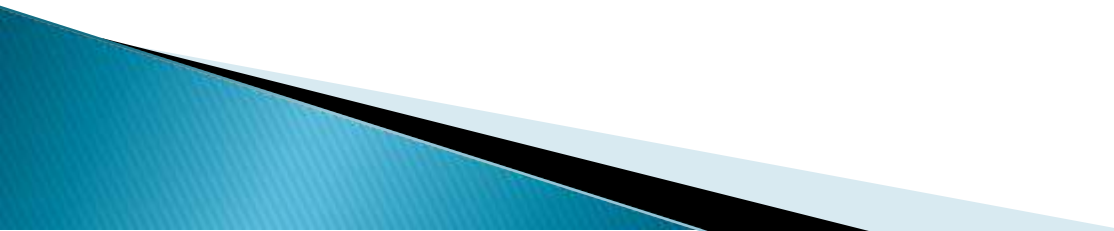
PRODUCT LINE

- ▶ PRODUCT LINE DEPTH
 - ▶ PRODUCT LINE WIDTH
 - ▶ PRODUCT LINE LENGTH
- 

REASON FOR PRODUCT LINE

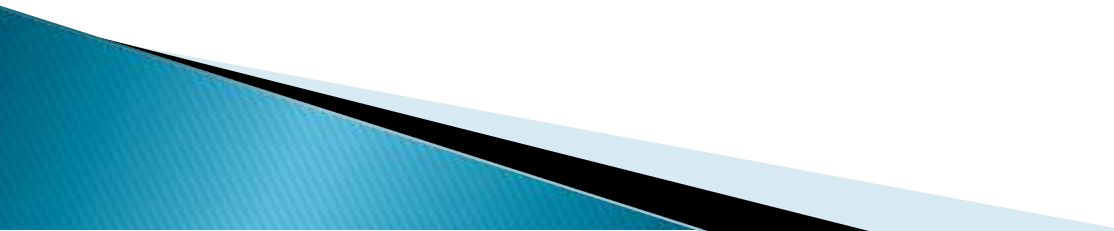
- ▶ BRAND EXTENSION
 - ▶ BRAND LOYALTY
 - ▶ CUSTOMER PREFERENCE
 - ▶ COMPETITION
 - ▶ DEALER RELATIONSHIP
 - ▶ REDUCTION IN DISTRIBUTION COST
 - ▶ PRODUCT LIFE CYCLE MGT
 - ▶ MARKET OPPORTUNITIES
 - ▶ CORPORATE IMAGE
- 

PRODUCT LIFE CYCLE

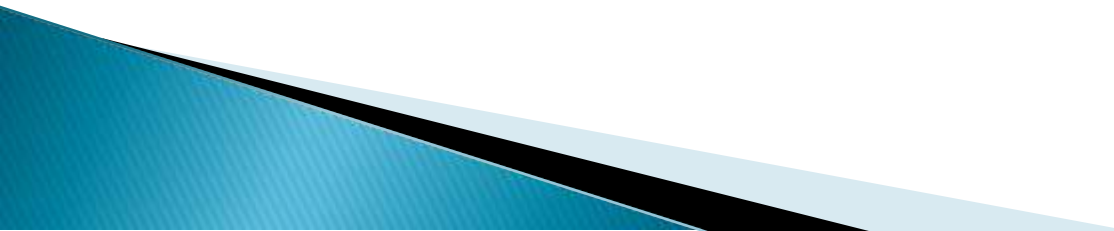
- ▶ PRODUCT DEVELOPMENT STAGE
 - ▶ INTRODUCTION STAGE
 - ▶ GROWTH STAGE
 - ▶ MATURITY STAGE
 - ▶ DECLINE STAGE.
- 

WHAT IS BRANDING ?

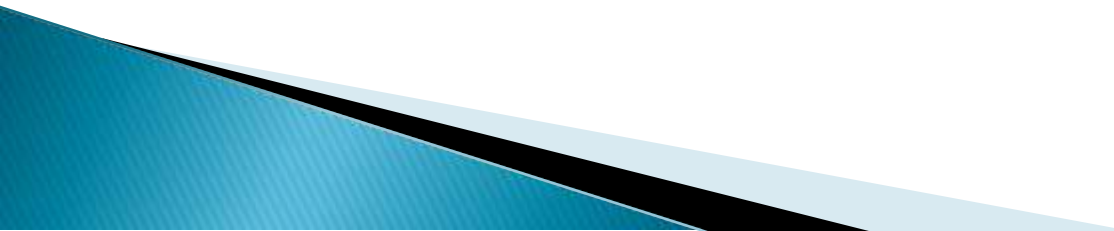
FACTORS INFLUENCING BRANDING

- ▶ CUSTOMERS
 - ▶ CORPORATE NAME BRANDING
 - ▶ COMPETITION
 - ▶ COMPANY RESOURCES.
 - ▶ MARKRT AREA
 - ▶ MARKET SIZE
 - ▶ NATURE OF PRODUCT
 - ▶ PREFERENCE OF PROMOTERS
 - ▶ POPULARITY OF EXISTING BRAND
 - ▶ REGISTRATION FORMALITIES
 - ▶ REPUTATION OF COMOPANY.
- 

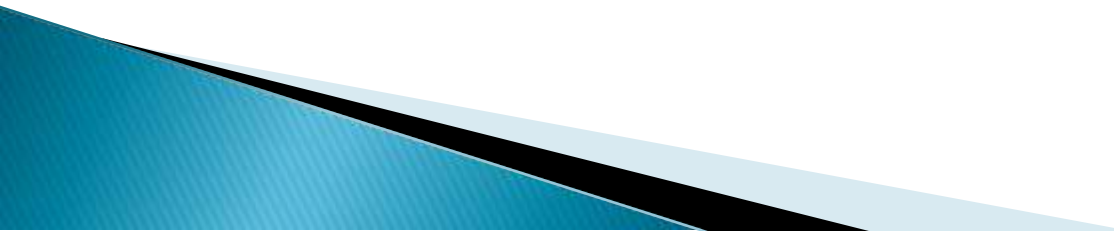
Pricing management

- ▶ Survival
 - ▶ Profit objective
 - ▶ Sales objective
 - ▶ Competitive effect objective
 - ▶ Image differentiation
 - ▶ Market skimming objective
 - ▶ Early cash recovery
 - ▶ Market entry barrier objective
 - ▶ Customer satisfaction objectives
 - ▶ Social responsibility objective
- 

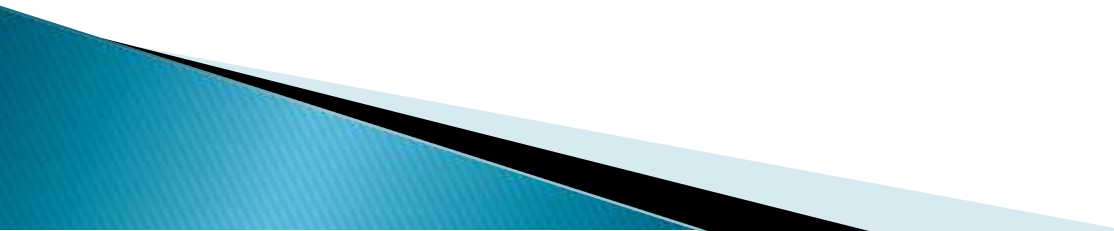
Factors influencing prices

- ▶ Internal factors
 - ▶ costs
 - ▶ corporate image
 - ▶ objectives of firm
 - ▶ product
 - ▶ product life cycle
 - ▶ product line
- 

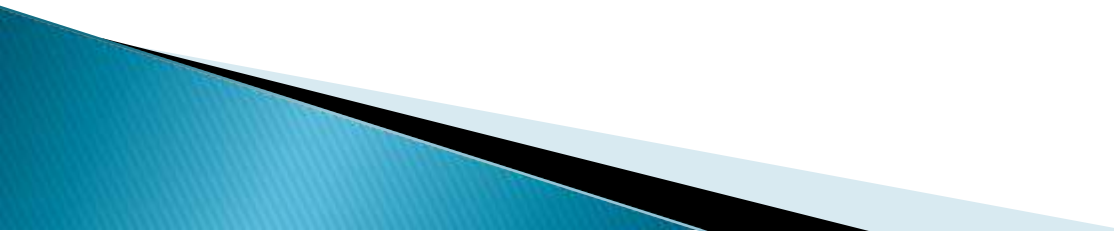
Factors influencing prices

- ▶ External factors
 - competition
 - Consumers
 - Channels
 - Demand
 - Economic condition
 - Financial incentives
- 

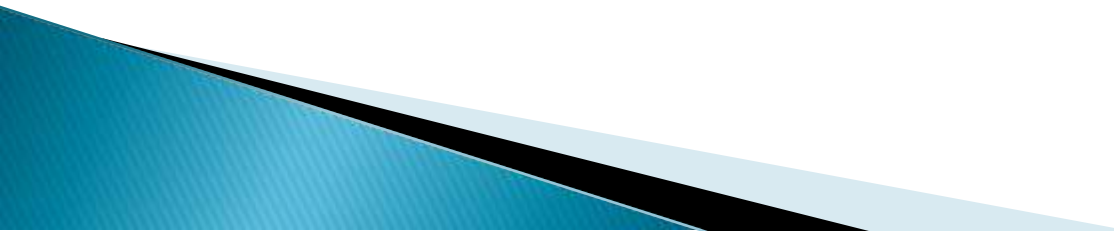
Pricing strategies

- ▶ Skimming pricing strategy
 - Rapid skimming pricing
 - Slow Skimming pricing
 - Penetration pricing
 - Standard price strategy
 - Probe pricing strategy
 - Differential pricing strategy
 - Transfer pricing strategy
 - Trail pricing
 - Follow the leader pricing strategy
 - Flexible price strategy
- 

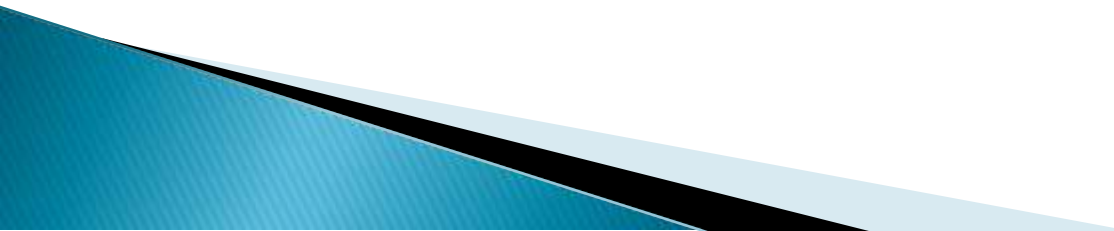
Place (Distribution) Management

- ▶ Create utilities
 - ▶ Improve distribution efficiency
 - ▶ Provides assortment of goods
 - ▶ Salesmanship
 - ▶ Merchandising
 - ▶ Balancing demand and supply
 - ▶ Financing
 - ▶ Information
- 

Factors governing distribution decision

- ▶ Customer characteristic
 - ▶ Product characteristic
 - ▶ Company profile
 - ▶ Competitors strategy
 - ▶ Area coverage
 - ▶ Middlemen characteristic
 - ▶ Economic condition
 - ▶ Technological factors
 - ▶ Size of the order
 - ▶ Channel objective
- 

Types of Distribution Channels

- ▶ Manufacturer ----- consumer
 - ▶ Manufacturer --- Retailer ---- consumer
 - ▶ Manufacturer --- wholesaler --- Retailer --- consumer
 - ▶ Manufacturer --- Agent ---- wholesaler ---
-Retailer ----- Consumer
- 

PROMOTION MANAGEMENT / OBJECTIVES OF PROMOTION

- ▶ Awareness
 - ▶ Attitude
 - ▶ Brand Loyalty
 - ▶ Brand Image
 - ▶ Counter competitors claim
 - ▶ Corporate image
 - ▶ Educating the customer
 - ▶ Expansion of markets
 - ▶ Provides information
 - ▶ Persuasion
 - ▶ Reminder
- 

Element of Promotion Mix

- ▶ Advertising
 - ▶ Publicity
 - ▶ Sales Promotion
 - ▶ Salesmanship
 - ▶ Public Relations
 - ▶ Packaging
 - ▶ Direct marketing
 - ▶ Trade fair & Exhibition
- 

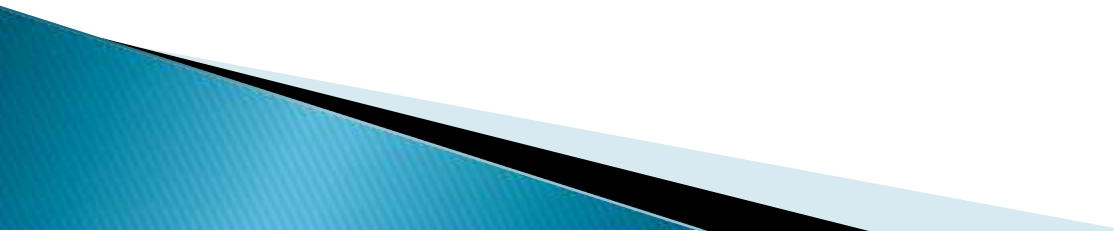
Promotion strategies

- ▶ Push strategy
 - ▶ personal selling
 - ▶ cash and trade discount
 - ▶ dealer credit terms
 - ▶ co-operative advertising
 - ▶ dealer self incentiviveness
 - ▶ stock return
 - ▶ special incentiviveness to dealer
 - ▶ dealer conference
 - ▶ dealer trophies
 - ▶ push incentive

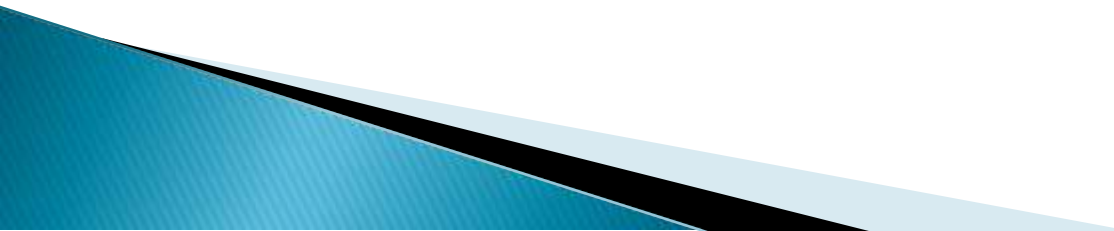
Promotion strategies

- ▶ Pull strategy
 - advertising
 - combo packs
 - Discounts
 - Exchange offers
 - Free samples
 - Gift
 - product warranties
 - premium offers
 - order coupons
 - personality promotion
 - Instalment sale
 - other elements

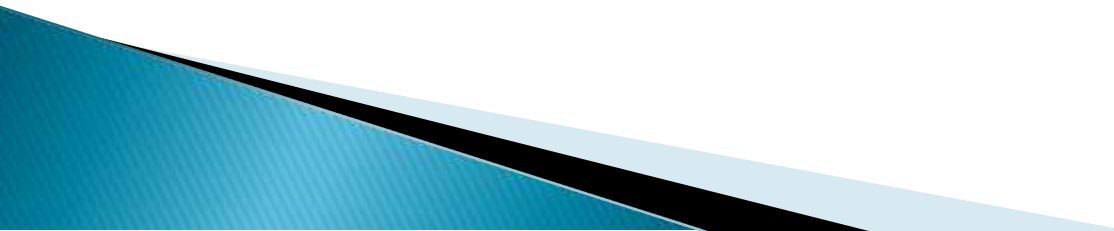
Online marketing

- ▶ Electronic presence
 - ▶ Advertising online
 - ▶ Forums ,news group, and bulletin board
 - ▶ Web communities
 - ▶ E-mail
- 

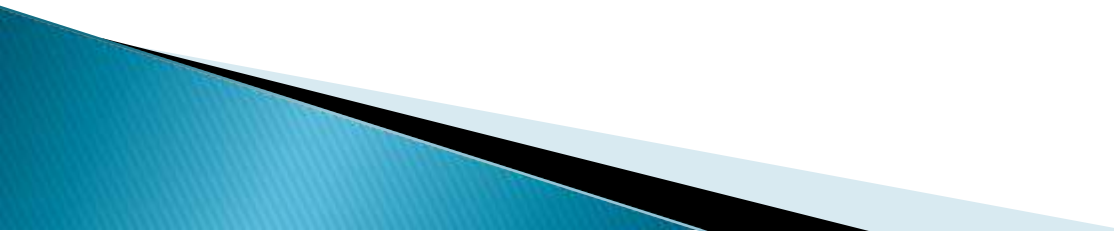
Advantages of E-commerce

- ▶ **Convenience**
 - ▶ Information
 - ▶ Better prices
 - ▶ Less hassles
 - ▶ Audience sizing
 - ▶ Quick adjustment to market condition
 - ▶ Lower cost
 - ▶ Building customer relationship
 - ▶ Global market
- 

LIMITATION OF E-COMMERCE

- ▶ Limitation on examining the product
 - ▶ Problem of Delivery
 - ▶ Problem of Confidence
 - ▶ Problem of payment
 - ▶ Low density of PC'S and Internet
 - ▶ Legal problems
- 

Integrated marketing communication

- ▶ Process
 - ▶ Main objectives
 - ▶ Continuous in nature
 - ▶ Elements of IMC
 - ▶ Creativity
 - ▶ Art and science
 - ▶ Target audience
 - ▶ Influence diverse group
- 

second module

- ▶ Production management
- ▶ SCOPE OF PRODUCTION MANAGEMENT

Product selection and Design

Process selection and planning

capacity planning

production planning

production control

quality control

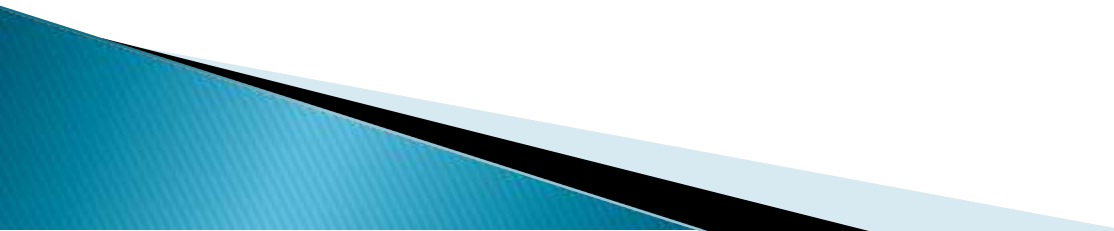
inventory control

Work study

Maintenance and Replacement of machines

Other function

PRODUCTION PLANING AND CONTROL

- ▶ ROUTING
 - ▶ LOADING
 - ▶ SCHEDULING
 - ▶ DISPATCHING
 - ▶ FOLLOW UP
 - ▶ RE-PLANNING
- 

Meaning and Measurement of productivity

- ▶ Labour productivity

LP = output

Man- hours worked

Capital productivity

cp = output

capital employed

Meaning and Measurement of productivity

- ▶ Raw Material Productivity

$$\text{RMP} = \frac{\text{OUTPUT}}{\text{-----}}$$

Raw Material consumed

Machine Productivity

$$\text{MP} = \frac{\text{OUTPUT}}{\text{-----}}$$

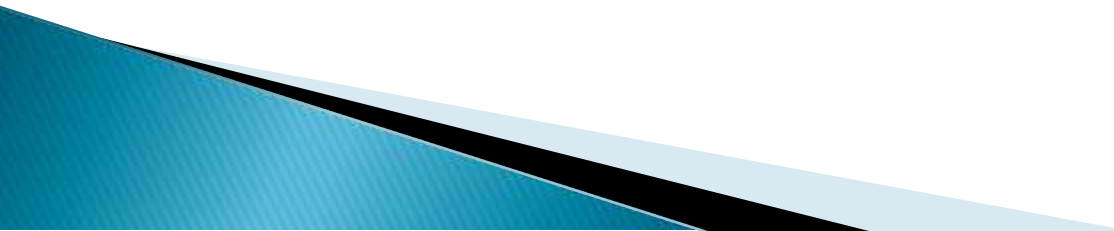
Machines hours worked

Productivity of Land

$$\text{PL} = \frac{\text{OUTPUT}}{\text{-----}}$$

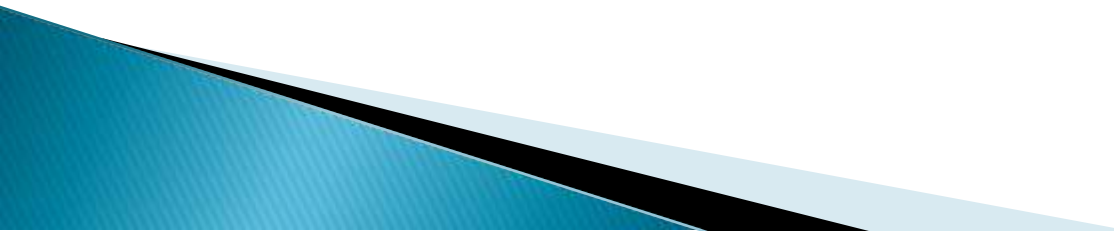
Area of land used

Techniques of productivity

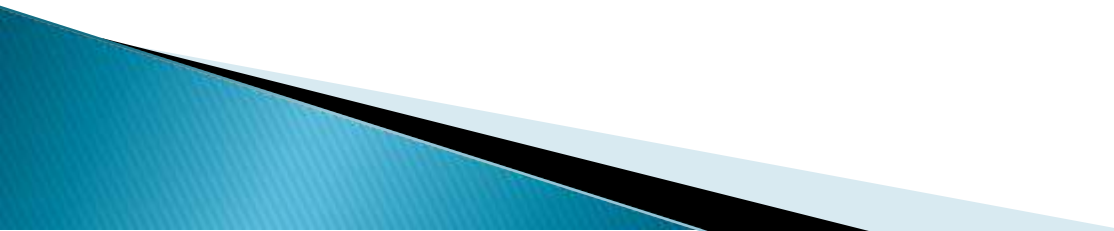
- ▶ Value Engineering
 - ▶ Quality circles
 - ▶ PERT & CPM
 - ▶ Monetary and Non monetary
 - ▶ Operation Research
 - ▶ Training
 - ▶ Job Enrichment
 - ▶ Material Management
 - ▶ Quality Control
 - ▶ Job Evaluation
 - ▶ Ergonomics
 - ▶ Performance Appraisal
- 

Measure to increase productivity

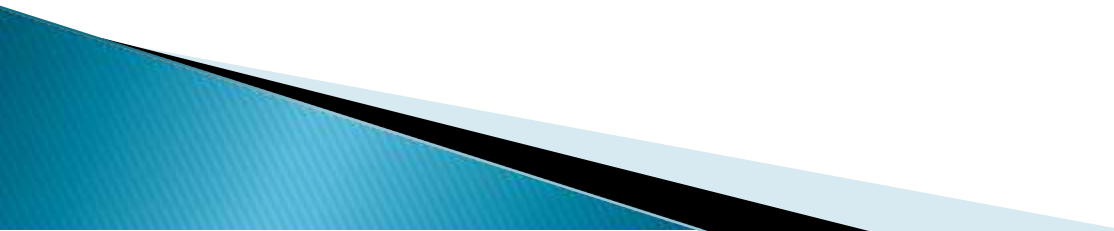
Measures related to Production Department

- ▶ Production planning and control
 - ▶ Machines and Equipment
 - ▶ Plant Layout
 - ▶ Research and Development
 - ▶ Quality control
 - ▶ Quality Circles
 - ▶ Location Factors
- 

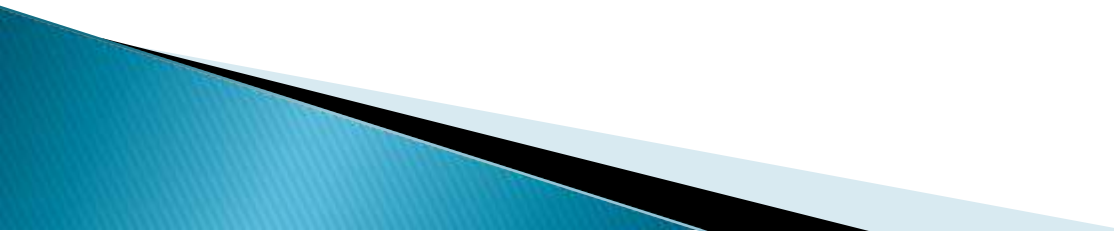
Measures Related to finance Department

- ▶ Obtaining of the funds
 - ▶ Fixed capital
 - ▶ Working capital
 - ▶ Proper credit
 - ▶ Good relation
- 

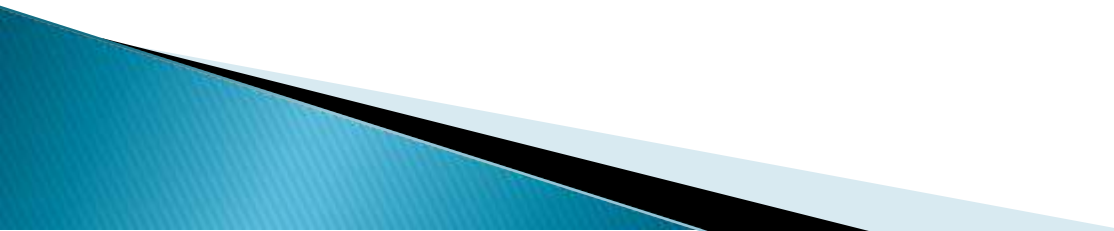
Measures related to Human Resources Department

- ▶ Selection
 - ▶ Placement
 - ▶ Training
 - ▶ Performance appraisal
 - ▶ Promotion and transfer
 - ▶ Compensation
 - ▶ Proper working environment
- 

Measures related to marketing department

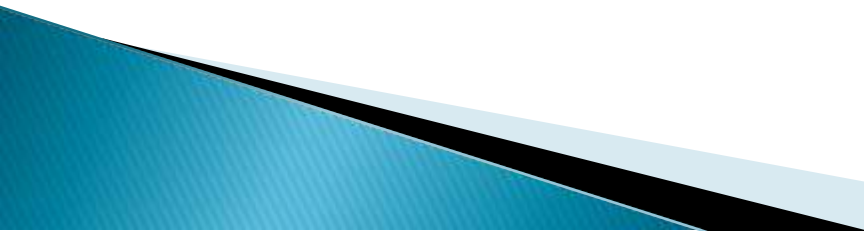
- ▶ Right design of product
 - ▶ Right price
 - ▶ Effective promotion
 - ▶ Distribution at the right place
 - ▶ Good After sale service
 - ▶ Proper conduct of marketing research
- 

Importance of Higher Productivity


- ▶ Higher profitability
 - ▶ Employees welfare
 - ▶ Returns to shareholder
 - ▶ Labor– Management resources
 - ▶ Customer satisfaction
 - ▶ Credit Rating
 - ▶ Corporate image
 - ▶ Competitive Advantage
 - ▶ Better terms for supplier
- 

Productivity Movement in India

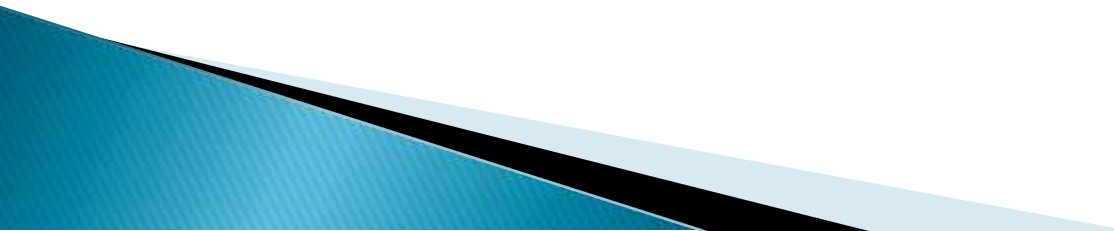
National Productivity Council

- ▶ Training Programs
 - ▶ Seminar and Workshops
 - ▶ Productivity survey
 - ▶ Sponsors Personnel for Training Abroad.
 - ▶ Supply of Information
 - ▶ Maintain LIIBRRAIES
 - ▶ Assist local productivity council
 - ▶ Fuel efficiency service
 - ▶ Assists asian Productivity Organisation
- 

Quality Management

- ▶ Features of Quality Management
 - Components of Quality Management
 - Customer oriented
 - Continuous in nature
 - Commitment from Top Management
 - All Pervasive
 - Employees Involvement
 - Process Approach
 - Recognition and rewards
 - Team work
 - Techniques
- 

Total quality Management

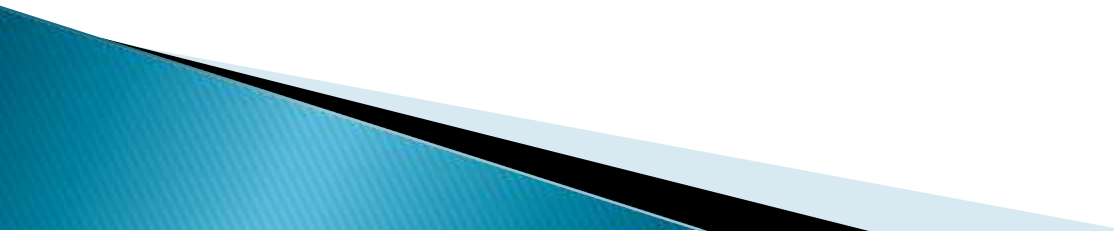
- ▶ Quality process
 - ▶ Management process
 - ▶ People process
- 

Features of TQM

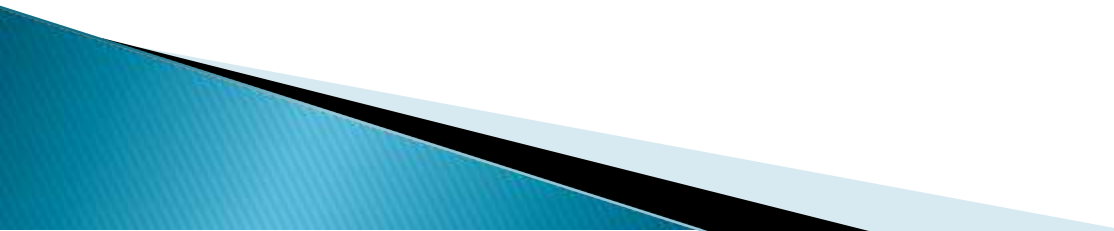
- ▶ Customer Focus
- ▶ Continuous Process
- ▶ Defect free approach
- ▶ Employees involvement
- ▶ Recognition and reward
- ▶ Synergy of team work
- ▶ Techniques
- ▶ System approach
- ▶ All pervasive
- ▶ Current status of TQM

▶

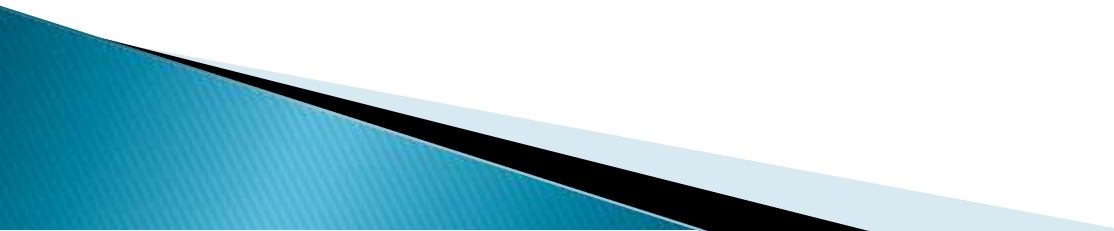
Quality circle

- ▶ Listing of problem
 - ▶ Selection of problem
 - ▶ Analysis of problem
 - ▶ Generating solutions
 - ▶ Recommendations
 - ▶ Acceptance of recommendations
 - ▶ Implementation
 - ▶ Reward to employees
- 

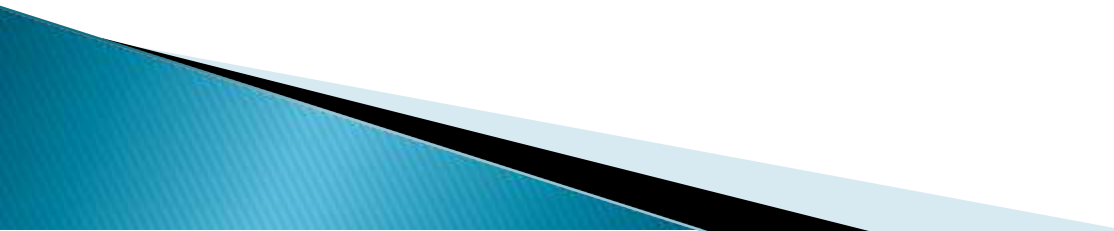
International organisation for standardisation

- ▶ Evaluation of existing quality
 - ▶ Initiating corrective action
 - ▶ Preparation of quality assurance programmed
 - ▶ Preparation of quality manual
 - ▶ Selection of certification agency
 - ▶ Pre assessment meeting
 - ▶ Preliminary visit
 - ▶ Actual assessment visit
 - ▶ Certification
 - ▶ surveillance
- 

Inventory Management

- ▶ To achieve economy in buying
 - ▶ To overcome seasonal fluctuations
 - ▶ To enable smooth flow of production
 - ▶ To achieve operational efficiency
 - ▶ To enable prompt delivery of goods
 - ▶ To avoid emergency order
 - ▶ To generate quality output
 - ▶ To make effective use of working capital
- 

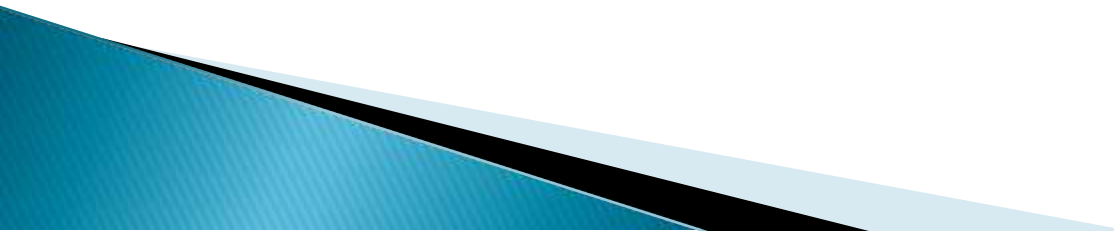
Human Resource Management

- ▶ Process
 - ▶ Multidisciplinary Approach
 - ▶ Universal Application
 - ▶ Continuous in nature
 - ▶ Objective oriented
 - ▶ Long term benefits
 - ▶ Development of team spirit
 - ▶ Key element in coping with problems
 - ▶ Integrated use of subsystem
 - ▶ Development of Employee potentialities
- 

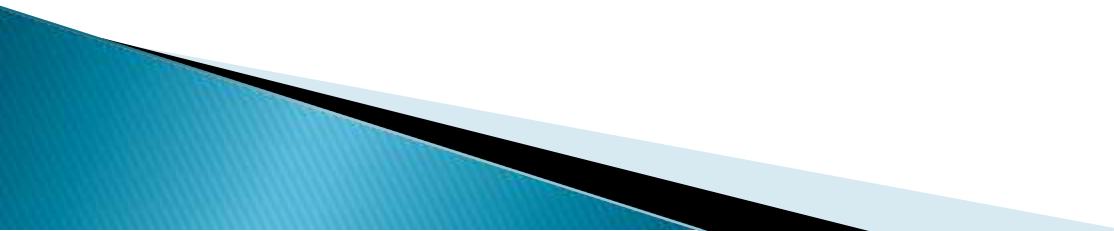
Functions of Human Resource Management

- ▶ Human resource Planning
- ▶ Acquisition function/selection
- ▶ Placement Function
- ▶ Performance Appraisal
- ▶ Promotion
- ▶ Training and Development
- ▶ Career Development
- ▶ Compensation function
- ▶ Labor relation
- ▶ Employees welfare
- ▶ Employees Health and Safety

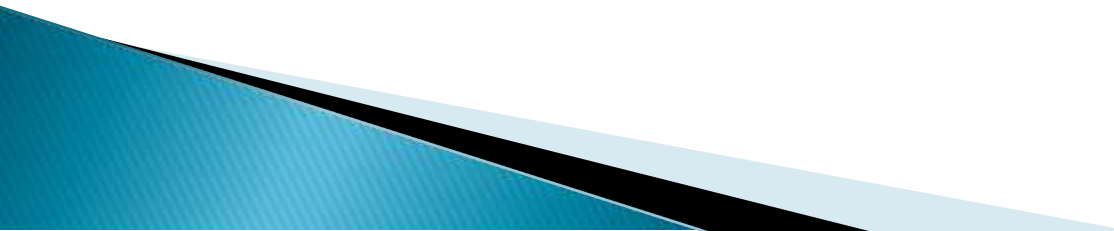
Human Resources planing

- ▶ Review of organizational objective
 - ▶ HR Requirement and forecast
 - ▶ HR Supply and Forecast
 - ▶ Comparison
 - ▶ No differences
 - ▶ Differences
 - ▶ Motivating the manpower
 - ▶ Monitoring HR Requirment
- 

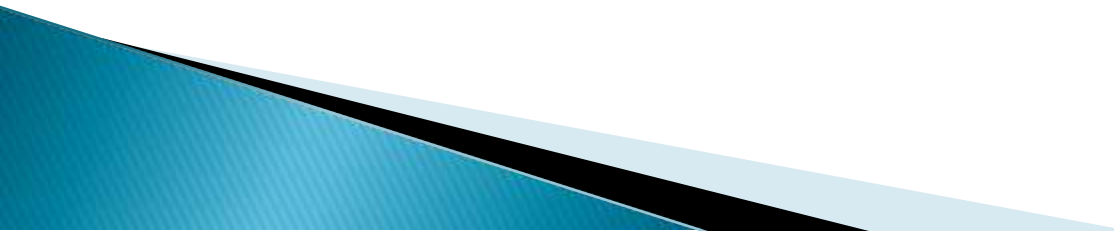
Functions OF HRD

- ▶ Performance Appraisal
 - ▶ Promotion of employees
 - ▶ Training and development
 - ▶ Career development
 - ▶ Organizational Development
 - ▶ Motivation
 - ▶ Employee welfare
 - ▶ Quality of work life
 - ▶ Human resource information
 - ▶ Mentoring
- 

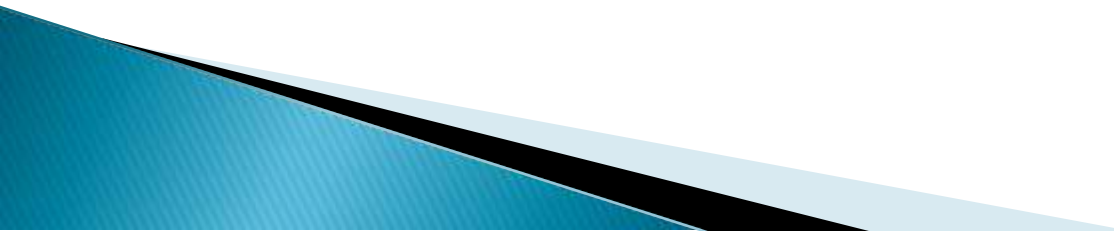
Importance of Training and Development

- ▶ Innovation
 - ▶ Corporate Image
 - ▶ Efficiency
 - ▶ Team work
 - ▶ Optimum use of resources
 - ▶ Motivation
 - ▶ Competitive advantage
 - ▶ Customer satisfaction
 - ▶ Absentism reduction
- 

Methods of Training on the job method

- ▶ Job rotation
 - ▶ Juniors Board
 - ▶ Coaching and Counseling
 - ▶ Understudy
 - ▶ Planned PROGRESSION
- 

OFF THE JOB METHOD

- ▶ CLASSROOM METHOD
 - ▶ COMMITTEES
 - ▶ Conference
 - ▶ Business Game
 - ▶ Simulation
- 

BENEFITS OF Performance Appraisal

- ▶ Performance Feedback
 - ▶ Training and Development
 - ▶ Motivation
 - ▶ Promotion
 - ▶ Transfer
 - ▶ Human Resource Planning
 - ▶ Management labor relation
 - ▶ Documentary evidence
 - ▶ Effective communication
 - ▶ Career Development
- 