

- Dr. Swapnali Kulkarni: ICT and E resources usage

1. MS Office,

2. Website,

3. Video,

4. G-suite: Google Form, Google sheets

# MS Office: Sample PPT of BOM

## Interesting Things about Indian Culture



## Age and Stage in the life Cycle

- Taste in food, clothes, furniture and recreation is often age related.
- Consumption is shaped by the family life cycle.
- Marketers should consider critical life events as giving rise to new needs. These should alert service providers.



## Groups - Primary Group Vs Secondary Group

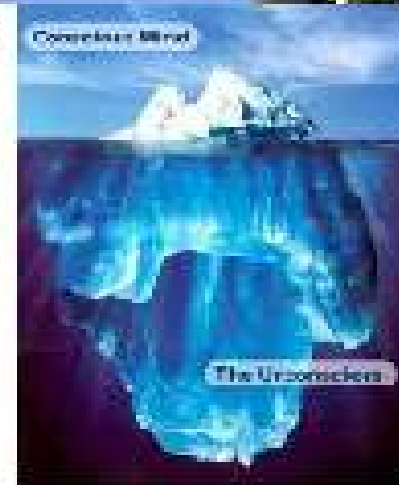
Primary Group comprises of persons who interact with one another on a regular basis and whose opinions are valued as important

Secondary Group may comprise of people who interact occasionally and their opinions or views may not be considered as important as compared to the primary groups



## Freud's Theory

- Psychological forces are largely unconscious
- Person will not only react to stated capabilities of a product but also for the less conscious ones like shape, size, weight, material, color and brand name.
- Marketer can then decide the level to develop the message and appeal
- In-depth interviews and Projective techniques like word association, sentence completion, picture interpretation



Freud compared the mind to an iceberg

# Example: Websites referred

- <https://www.dictio.id/uploads/.../866bff482c1e1fb3aa85a2de91786c5a686f6eb6.pdf>
- [www.icmrindia.org/casestudies/Case\\_Studies.asp?cat=Marketing](http://www.icmrindia.org/casestudies/Case_Studies.asp?cat=Marketing)
- [https://www.ama.org/resources/Case%20Studies/Pages/default.aspx?k=contentsource:%22Main%22%20AND%20\(AMAContentType:%22Case%20Study%22\)](https://www.ama.org/resources/Case%20Studies/Pages/default.aspx?k=contentsource:%22Main%22%20AND%20(AMAContentType:%22Case%20Study%22))
- <https://www.techshu.com/blog/9-indian-brands-are-doing-content-marketing-well>



# Example: Videos referred

How to Create A Research Question

HOW TO CREATE  
A RESEARCH QUESTION ?

0:02



0:11 / 5:45



# Example: Google Sheets

The screenshot displays a Google Drive interface with a spreadsheet titled "ZING 2017 Coordinators and participants List.xlsx". The spreadsheet is open in a web browser, showing the following content:

**EVENT DETAILS**  
**DATE: FEBRUARY 15, 2017**

**CASE STUDY**

**WINNER:**

**Runner up :**

**JUDGED BY:**

1. Swapnali Kulkarni  
 2. Prof. Aishwarya G

**STUDENT COORDINATOR**

1  
 2  
 3

**FACULTY COORDINATOR**

1. Dr. Manoj Gadre  
 2. Prof. Laxmi Jasti  
 3. Prof. Sneha Alan

SR. NO.	NAME OF THE PARTICIPANT	YEAR	REMARK
1	Akshata Chandankar and Dhanashri Inanmdar	winner	
2	Soumitra Joshi and Tejas Ghadge		
3	Laxman Bapmare and Abijit Kmable		
4	Mannesh Veer and Vaibhav Somware		

At the bottom of the spreadsheet, there is a navigation bar with tabs for various activities: 1. Management Quiz, 3. 1 MINUTE MANAGER, 4. MOCK STOCK, 5. CASE STUDY, 6. BUSINESS PLAN, 7. AD MADS, FUNFAIR, 1. RANGOLI, 2. BOLLYWOOD QUIZ, 3. CREATIVE COOKING(without Fir).