



Classroom

201- GC- Mktg. Mgmt. AY 2023-2024

Course Teacher: S.S.Khatri



Instructions

Student work

Creating Concept Maps

Smita Khatri • Apr 4 (Edited Apr 4)

25 points

Due Apr 8

Dear Students,

CCE-2 for this course is regarding **Concept Mapping**. Maps are nothing but the **diagrammatic representation** of concepts.

Map the following concepts.

1. NPD
2. Product, Brand & Brand Equity
3. Classification of Consumer Goods
4. Pricing Strategies
5. Distribution Channel
6. Retailing
7. Franchising

[Use marketing GC notes & literature to create maps.]

Create 5 maps (on your own) in your handwriting as asked above and submit in person on or before the due date.

Late submissions will not be accepted.

(DO NOT UPLOAD HERE)

Note: 1. Concept mapping is just a part of your answer.

2. While writing examination, start your answer with the respective Concept Map, followed by Definition of Concept asked in question, Description of concept with examples and always Conclude your answer.

CCEs are MANDATORY; else you shall be responsible for your academic loss.

Contact the undersigned in case of any query.

Course Teacher

S.S.Khatri

RUBRICS

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