In the early years of the present century the silent existence of marketing process - the most important one, was not cared for. In fact, no serious thought was given by scholars to examine the processes and activities involved in marketing. The importance of marketing was recognised only in the last decade. In those days, the sources and supply of goods were limited and demands of customers were not strong so manufacturers could make profit by concentrating on production efficiency. As the days went by, production capacity increased, competition became more intense, and people understood that the most profitable business could come only by identifying, anticipating and satisfying customer needs and desires. Gradually manufacturers had to pay more attention to the selling process and nowadays most companies have been compelled to devote more attention and money to the entire marketing process.

Over the years the population grew and newer modes of communications were developed. Large factories were established which were essentially needed to meet the expanding demand, and to accelerate it, scientific discoveries and...
technological progress sprang up. As the new world opened up, if became dynamic and special knowledge had been added, consequently it has now gathered momentum. An ever-rolling thing must achieve momentum. So it will have to proceed with modernity, better techniques to meet changes taking place in life-styles.

The old concept of marketing was to focus on the product. The chief object was to sell a company's product to potential customers by persuading them. Companies did not care for customer benefits, business process etc. But modern marketing is the *process of focusing the resources and objectives of an organisation on environmental opportunities and needs*. The under-current of modern marketing has changed dramatically and is concentrated on the customer - their wants, needs, and preferences. Besides these, product characteristics, pricing, distribution, advertising, promotion, - in a word marketing mix is an important matter in modern marketing. Therefore, it can undoubtedly be said that marketing, is a business process, and a set of activities.

Old concept - Product/service - selling - Profits via sales

* "Multinational Marketing Management" (Page-5)  
  Warren, J. Keegan (C) 1974 by prentice Hall, 
  New Jersey.  

Let us come to the context of India, and examine how marketing developed in this country.

By the beginning of the 19th century, India's industry consisted of village handicrafts, cottage industries and small manual establishments in towns. When the British crown took over the reins of Govt. in India, the industrial policy was changed. The second half of the 19th century is a very prominent period in the history of Indian industry because India was then exploited as a raw-material base and became the sphere of investment for British capital.

World War-II brought a great change in the evolution of India's industrial pattern. Britain was forced to set up factories producing military equipment in our country. Private factories were given orders for landing crafts, trawlers, agricultural equipment and so on. Many public enterprises were built and enlarged to cope with the orders. But as the tide in the ward turned, the British began to lose interest in developing India's heavy industry.
During the war years the United States realized Britain's difficulties and took the advantage to consolidate its position in the Indian market. The Americans showed interest in the supply of equipments with new designs and models which greatly differed from the British models. In this way, the Americans achieved success. Moreover, the supplies of equipments gave them an opportunity and they successfully concluded agreements with the authorities and with private businessmen in Baroda, Cochin, Travancore, Mysore and other native states for the construction of several large factories and started production of refractories, aluminium and ferro-alloys. In this context the words of P.J. Thomas, economic adviser to the first Govt. of independent India are to be remembered; Thomas said, "Old industries have grown, new industries have been started, new plants laid, and new technical skill built up .... As the result, our basic industries have also expanded, new basic industries have been planned and India's industrial structure has been greatly enlarged".

* Quoted from "Industrialisation of India" - G.K. Shirokov, (Page-30)
Progress publishers, Moscow.
War time paced the change in the development of Indian industry. The growing demand for new equipment and other commodities brought into existence new factories, which began to produce machine tools, electric motors, chemicals and medicines.

The post-war slump in Indian industry was greatly affected by the partition of the country into the two independent states of India and Pakistan. The migration of skilled labourers was another adverse factor which hindered the development of Indian industry. But these were all temporary problems and were easily overcome. Most of the large factories were capable of producing engineering goods. The chemical industry had a small volume of production and was largely dependent on the import of the materials. As most of the large factories produced engineering goods they supplied needs of transport and civil engineering. In this way, many large factories were grown up as a result markets took birth.

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TYPES OF MARKETING

Marketing has been tremendously important to the scholar and the student of marketing. However marketing scholars have defined marketing in diverse ways. One group of scholars defined marketing as selling or advertising. On the contrary, marketing has also been defined as the creation and delivery of a standard of living.

The first definition focuses on a set of activities performed by an individual business firm. The second however focuses on the economic welfare of an entire society.

Therefore, from the above discussion, marketing can be divided into two types viz. micro and macro marketing.

"Micro-marketing is the performance of those activities which seek to accomplish an organisation's objectives by anticipating customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client". This definition is applicable to both profit and non-profit
Organisations. The customers or clients of these organisations consist of individual customers, govt. agencies or business firms and each of them has to pay for the goods or services they receive. Peter Drucker suggested the aim of marketing must be to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service sells itself. More precisely, marketing should begin with the customer, not with the production process. As it starts with the customer's reaction, the factors of product development, product size, packaging, and prices should be emphasized and credit and collection policies, storing and transporting policies should be determined.

Macro marketing is a "Socio-economic process which directs an economy's flow of goods and services from producers to customers in a way which effectively matches homogeneous supply capabilities with heterogeneous demand and accomplishes both the short-run and long-run objectives of society". Macro-marketing focuses on the flow of need-satisfying goods and services from producer to customer and therefore the emphasis is on how the whole system is performed.
From the marketing point of view, a society is composed of heterogeneous supply capabilities and heterogeneous demand for goods and services. The role of macro-marketing is to accomplish society's objectives and effectively meet this heterogeneous supply and demand.

Definition of micro marketing and micro marketing

"Managerial Marketing"
by
Eugene J. Kelly
and
William Lazer.
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RELATION OF MARKETING WITH OTHER PROCESSES OF BUSINESS

Marketing in its origin, was restricted to distribution and selling but now it has evolved into a comprehensive philosophy for relating any organisation dynamically to its markets. Now marketing is a cornerstone of policy and practice. Even non-profit organisations like museums, universities, temples etc have begun to see marketing as a new way of looking at this relations with their publics. Marketing, with the journey of human history toward the year 2000, is becoming so inevitable which is clear in the words of Peter Drucker, so "Marketing is basic that it can not be considered a separate function...........it is the whole business seen from the point of view of its final result, that is from the consumers point of view."

Now, the goal for the marketer is to maximize consumer satisfaction. It is not a simple job to perform. And obviously, the consumer satisfaction and other decisions has compelled marketing to be related to other dimensions of business viz, social, economic, legal, political etc.

Today, it is proved that the role of external forces (scientific, technological forces and lifestyle) play a convincing role in the field of marketing, therefore, the marketing Managers, by the nature of their problems, give attention to the implications of environmental charges for marketing policies and prac-
The marketing managers must understand the consumer by their decisions by to buy or not to buy a product, holds veto power over the firm's entire marketing and business effort. Many of the elements that influence consumer behavior and satisfaction are the parts of psychology. With the help of psychological observations marketing manager identify the marketing opportunities and divide potential market into many smaller segments, each with its own taste, preferences, values and needs.

To understand the consumer is another important part of business which is of great importance in the field of marketing. So the men of marketing have no hesitation to include consumer behavior, consumer motivation etc. Consumer behaviour is influenced by life style of consumers and now a days various changes taking place in consumption which can not be understood unless life style trends are considered. To understand the consumer is also very important because tomorrow's customers will be better educated have greater mobility, poves more income, and have more time to spend that income.

In this rapid era, managerial decision making has been a prime focus in marketing. As it is highly competitive era, a tremendous competition exists everywhere.
in the world of business, therefore, quick decision making is a very difficult job unless new and developed information technology is used. Scientific and technological developments are having a continuing impact on the advancement of science in marketing. For example, the computer is exerting a significant impact on such areas as marketing planning.

We can not deny that profit as one of the prime objectives of business. Therefore preparing an effective marketing mix that furthers attainment of corporate objectives is the marketing manager's responsibility. A marketing mix consists of three submixes - the product and service mix, the communication mix.

Marketing has a significant role to play in postering the economic growth of developing countries. Socio-economic growth of a nation is related to the marketing. Marketing is not only an economical tool and also it can steer the different nations to come together for international understanding and world peace.
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IMPORTANCE AND RELEVANCE OF MARKETING

Today, marketing developments have received increased consideration because of great success. As the success of it is now more widely recognized, its importance as an integral part of business administration can not be denied. If greatly influences the strategy and policy of the business. Peter Drucker stated that marketing distinguishes business from other forms of organisation. The meaning of this statement is to say that chief objectives of business are to make profit satisfying the customer needs and in these objective marketing helps those business organisations to create customers. The reasons which supports the marketing to gain importance is that the marketing activities interact with research and development, production, finance, procurement and personnel function.

In under-developed countries or least developed countries, marketing is undoubtedly an economic force and a part of the economy. But these countries suffer from the ineffective use or utilisation of the resources, they have. Marketing, in under-developed countries is not popular to the producer; even they are not able to realize the significance of it. As a result marketing can not go forward to change the entire
economic tone of the country. But marketing, in fact, can find greater scope in under-developed countries. Here, marketing as a mighty force used in a purposeful and planned way can create consumer quite easily where needed. Marketing can help the producer to identify and define market and bring competition in creating new products and promoting them. It teaches the producer to study customer needs; wants and preferences. These are very difficult tasks. In order to fulfill these tasks marketing breeds the consciousness of utilizing the intellectual and creative skills of an industrial society which contributes toward the design of new and better products and promoting new distributive process. It would make the product capable of being brought to markets instead of perishing on the way.

Now-a-days, marketing has been highly systematized especially in U.S.A. It has been considered as a disciplined force among all business disciplines. In under-developed countries, the demand of marketing men (qualified in this very stream) is much too urgent because they are the men who alone can cause economic development to happen. So the world needs them, but we cannot say that marketing is a problem-solving capsule. It covers financial area of
business, it has developed concepts to telescope the development of business. It records facts and information which possess learnable approach to the acute problems. Certainly marketing is needed to remove the risk of economic development. Without marketing, economic development will take the totalitarian form in which marketing is suppressed. But the more marketing is developed, the more the people are economically informed.

The rapid emergence of marketing, its advancement, and its scientific approach compelled Charles Coolidge Parlin, the father of marketing development, to consider it as a social discipline. He gives us the awareness that marketing is a dynamic process of society through which business firms find ways to manufacture their product in large quantities and to market them satisfying the customer needs with society's purpose and human values. The maturing conception of marketing tells us that it is a social institution instead of merely being a business institution or economic institution. As the world possesses inequality and cultural differences, the designation of marketing in one society may be non-existent in another society.

Some sociologists have opined that marketing is a social tool or instrument which is
used extensively for the achievement of certain effects, that can contribute a lot to the development of society as well as that of the country. A society is composed of its institutions, and it maintains them not as manifestation of, but as means to the achieving of its social values. Marketing, as a social instrument, has become the unavoidable means for the development of society for its performances:

1) If offers equality of opportunity to consume

2) If offers the opportunity of employing specialists in specialised streams.

3) It inspires the business firm to utilize its full production capacity.

4) It communicates with the people, provides the right information, and educates them.

If we study the history of marketing, we shall see that market economy is closely related to production supplies. This economy also plans for marketing a product. Marketing blowing against traditionalism, has created demand and the demand potentialities offer higher standard of living. Undoubtedly, the role of marketing, in contemporary society of developed countries, is unestimable.
Today, marketing is a highly complex mechanism which is dedicated for society's accomplishments, not only of economic goals but also of social objectives. It is a social institution. In another view, it is an economic tool, the dynamic factor which accelerates the productive form. Marketing is an element in the management mix, the reaction of which is highly effective to the administrative process of a business firm.

It is said earlier that marketing is a dynamic factor in economy and it never bids good-bye to the huge production, rather it always becomes ready to welcome it saying, more production can give birth to industrial revolution. Huge production needs specialization of labour of society. Though there is a controversy that specialization spoils the natural skill of labour or in other words it is conductive to efficiency of performance.

Marketing satisfies individuals by fostering innovation which is a part of the marketing process and which includes gaining consumer acceptance for product change or addition. Innovation means providing better products as new or with slight modification or alteration which is one of the major challenges to business management. Innovation changes the
buying habit of the consumer.

In marketing, research has come. Most business executives today can take a less fatalistic view of their problems. As a result, we can say marketing is undoubtedly a multiplier of economic development. It mobilizes energy, it contributes to the greatest needs. It makes possible the fullest utilization of all assets.

In a developing country, marketing is a very systematic process. Industrialisation has occupied an increasingly prominent position. As the industrialisation has made the business world dynamic, the marketing process has developed some disciplines to promote the country's economy. Therefore, marketing is a key factor in the success or failure of industrialisation programmes. Marketing, in developing countries, has compelled us to view itself as a means of optimizing and utilizing capital resources - the unavoidable and obviously invisible stream of a developing country's economy.

Books:
1) "Multinational Marketing Management" - Warren J. Keegan
2) Marketing - G.B. Giles.
3) Making it in Management - Margaret Penn.
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EVOLUTION OF THE CONCEPT OF MODERN MARKETING AND EVALUATION OF THIS CONCEPT.

Marketing is one of the world's oldest professions. Formerly it was restricted only in exchange of goods and later period it was performed only by selling without consumer's satisfaction. But in modern times, marketing has become so basic that it cannot be considered a separate function. Marketing made its formal appearance only in the early part of the twentieth century. In this short time, marketing has achieved the image of society's savior. Day by day it is becoming scientific and it must be when business problems appear as hard nut to crack. So marketing has now become vast. Our modern society abounds organisations, which stand ready to serve every need. Twentieth century is the age of organisations.

The organisations must know how to produce better offers to the target market than its competitors. Buyers normally can buy from several sources. Buyers' needs, preferences and interest keep changing. And today's organisations keep abreast of these changes and constantly modify and improve their offers to the market. The recent entry of marketing has been in the non-profit sector i.e. school, Colleges, hospitals, Universities, muslums, etc.
Business world has become complex, people have become very much conscious as they have got formal education. Consequently their process of being, their moto, their buying behaviours have been changed. Therefore consumers, now-a-days, are unpredictable and to study the consumer world, marketing scientists have extended the field of marketing into many folds. And sociology, psychology, behavioural science, computer science and many other subjects have been merged into marketing science to solve the intricate problems of marketing. Psychologists say that a person's buying choices are influenced by four major psychological processes - motivation, perception, learning and beliefs and attitudes. Human needs can be grouped into biogenic (food, sex, comfort) and psychogenic (need for recognition, response and variety of experience) etc. A child enters the world with instinctual drives and these drives become complex with the age. Repeated frustrations and failures lead the child to perfect means for gratification so with the entry to the different stages of life he faces many problems and gathers various experiences as a result his personality is formed. So truly person's behaviour is therefore never simple. So consumer psychology has become indifferent part of marketing science. We study sociology to identify and understand social
status of the customers and the factors affecting their life and impact they have on his or her buying behaviour.

What leads Companies to adopt modern marketing? Certainly, due to increasing competition, slow growth, changing buying patterns and increasing sales expenditures companies are forced to improve their marketing capacity. Now-a-days marketing has been considered the major function of the enterprise, for without customers there would be no company. Modern marketing scientists put marketing at the centre with other business functions. Modern marketing theories suggest that the assets of the firm is of no use without the existence of customers, therefore, the key task of the firm is to create and hold customers. The aim of modern marketing is to define promises to the customer insuring the delivery of satisfaction. Research is a limb of modern marketing. Research department becomes active when resulting dissatisfaction lead to customer loss. Research highlight the wounds or frustrating corners of consumer world. In recent marketing is not only an issue of well established industries but it is also an issue in industries who are at the brink of marketing.

The standard of living in India is one
Of the lowest in the world. So here is ample scope to increase in the efficiency of marketing operations that can bring down prices and thus contribute to an improved standard of living. Improved marketing can make products easily available within the reach of the poorer sections of population. Improved marketing productivity will make available more financial resources which can be used wisely for developing the vast underdeveloped markets in the rural areas. Improved marketing productivity not only help the companies to make adequate profits but the development of the country will also be accelerated.

In recent, marketing is not without science. Marketing practitioners want to be assured in a great extent so they have applied scientific methodology to organizational problems in the search for improved understanding, prediction and control. Marketing practitioners often built models to highlight problems quite appropriately because model is one of the central defining concepts in their field. “A model is the specification of a set of variables and their interrelationships designed to represent some real system or process, in whole or in part”.

( Marketing Management - Philip Kotler Page - 618; Prentice Hall.)