

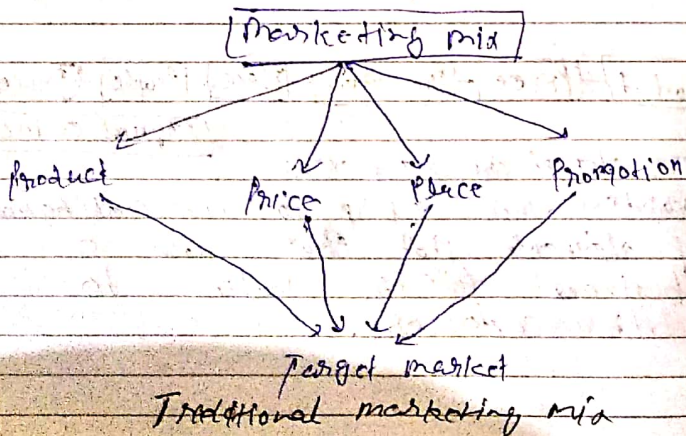
Section - 2

Q.1 -> Discuss the element of marketing mix of a fast food restaurant

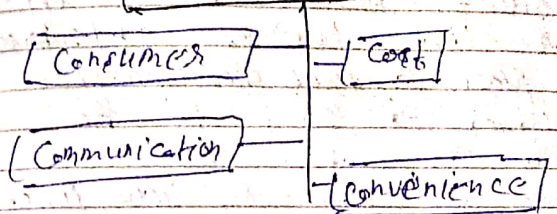
Ans -> Marketing mix:- Marketing mix is the term used to describe the combination of the four input which constitute the core of a company's marketing system - the product, the price structure, the promotional activities and the distribution system.

Element of marketing mix

- ① Traditional marketing mix (4P's)
- ② 4C's of marketing
- ③ Service marketing mix (7P's)



4C's of marketing



Service marketing mix (7P's)

- ① Product
- ② Pricing
- ③ Place / distribution
- ④ Promotion
- ⑤ People
- ⑥ process
- ⑦ physical evidence