

Shikshan Prasarak Mandal's
Gopal Krishna Gokhale College, Kolhapur

Department of Commerce

Presented by
Prof.D.S.Kamble

On the Topic

“Marketing Mix”(B.COM.I)

Marketing Mix

Defination

Marketing mix is a steregy which a company uses to formulate a product/service offering for its customers.

Marketing mix refers to the set of actions, or tactis , that a company uses to promote its brand or product in the market.

Concept

- Marketing mix strategy is created using the 4P's of marketing
 - Product
 - Place
 - Price
 - Promotion

Importance of Marketing Mix

- Marketing Strategy
- Effective Tactics
- Marketing Approach
- Significant factor
- Effective Judgement

Purpose of Marketing Mix

- Marketing Plan's
- Consists of the factor
- Flexibility
- Effectively Communication
- Target Market

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On the Topic
“Bank Final Account”(B.COM.III)

Bank Final Account

- Definition

Banking Regulation act, 1949 prescribes formats of preparing final accounts of the banking companies. The third schedule of section 29 gives forms 'A' for the balance sheet and form 'B' for Profit and loss account .

Schedule

- 1. Capital
- 2. Reserve and Surplus
- 3. Deposits
- 4. Borrowings
- 5. Other Liabilities' and Provisions

- 6. Cash and Bank Balance with RBI
- 7. Cash and bank balance with other bank
- 8. Investments
- 9. Advances
- 10. Fixed Deposits
- 11. Other Assets
- 12. Contingent Liabilities

- 13. Interest Earned
- 14. Other Income
- 15. Miscellaneous Expenditure