MEASURING THE EFFECTIVENESS OF SALES PROMOTIONAL MIX OF ANIKA BAJAJ VEHICLES – AN EMPIRICAL STUDY IN WARANGAL DISTRICT OF ANDHRA PRADESH

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ABSTRACT

“The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives”. Therefore a marketing manager or who is in the field of marketing they should have to focus on the 4 Ps of Marketing Mix like Product, Price, Place and Promotion. All these factors are most important tools and techniques in the marketing management but if we consider the wide area which makes profit and achieve organizational objectives and goals by making sales i.e., promotion of the product or service. The promotion mix is the utmost important factor for the marketing challenges. The main promotional mix and its importance and need can be derived Advertising, Sales promotion, Personal selling and salesmanship, Publicity And other promotional activities. Marketing communications or promotion helps marketers communicate information to potential customers about the product's existence, value and the benefits that can be accrued from it. It comprises one of the four elements of the marketing mix. Designing an effective marketing communication mix helps marketers to attract, persuade, urge and remind customers of the company’s brands.

Compared with the communication options available to marketers in the past, there are now a larger number and greater diversity of communication options available. Thus, the design, implementation and evaluation of communication programs in the current business scenario pose a significant challenge to marketers. In this paper I would like to emphasis on “Measuring The Effectiveness of Sales Promotional Mix
of ANIKA BAJAJ Vechiles” – An Emperical Study in Warangal District of Andhrapradesh.

**KEYWORDS:** product, price, place, promotion, publicity, Effectiveness, evaluation, communication.