

E-Content - M. Com Semester II
Papa - COMCE-06

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Sub. Marketing Management -

TOPIC - Marketing Information System

Meaning - Marketing information system is a set of procedure used for collecting information and analyse it for the purpose of making effective marketing decisions. It includes all informations on which market decisions are based.

Need for marketing information

1. Knowledge about Consumers
2. Changing Economic Environment
3. Knowledge about Technology
4. Market information
5. Knowledge about Competitive Condition
6. Gap between Producer and Consumer

Characteristics of Good marketing information

1. Relevance
2. Clarity
3. Completeness
4. Confidentiality
5. Precision
6. Economy
7. Reliability
8. Accuracy
9. Timeliness
10. Objectivity
11. Authenticity
12. Strategic value

Components of Marketing Information System

1. Internal Accounting System
2. Marketing Intelligence
3. Marketing Research
4. Business Management - Science System

Requisite of Good Management Information System

1. It should be unified and centralised system
2. Marketing Information system should be decision Support System.
3. It should be compatible with the marketing organisation
4. It must be user oriented.
5. It must be fast
6. It must be economical
7. It should be adaptable
8. It should be future oriented.

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