

**A STUDY ON PRODUCTION DEPARTMENT EMPLOYEES WITH
SPECIAL REFERENCE TO SELECTED ENTERPRISES**

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ABSTRACT

Marketing is the process of identifying and developing products that suit the needs of the customer even as the organization makes profits. The marketing mix is a unique combination of the four P's of marketing namely product, price, place, and promotion. After taking into consideration the other factors that affect business, another three P's – people, physical evidence, and process management have been added to the four P's.

KEYWORDS: *Marketing, Product, Price, Place, and Promotion*

Received: Mar 21, 2016; **Accepted:** May 31, 2016; **Published:** Jun 15, 2016; **Paper Id.:** JHRMDJUN20165