

## CONTENTS

S.NO	Chapter	Author's Name	
1	Policy Entrepreneurship and Policy Change	Dayanand.D, Prof. Gulla Keerthi.	2
2	Small and Medium Enterprises	Deeksha K. & Anubha Mondal, Prof. Nagarathna M	10
3	Green Economics	Dhanush Kumar & Ahalya. V, Prof. Vanitha. T	16
4	Planning and Budgeting	Janani Judiya Y, Prof. Gulla Keerthi	23
5	Customer Satisfaction	Mahesh K Prof. Sonia Ashok	30
6	A Study on Managing Consumer Satisfaction	Pradeep Kumar D Vinutha C Prof. Ramandeep Kaur	38
7	Sales Concept And Sales Success	Rahul V, Prof. Gulla Keerthi	43
8	Logics of the Market	Divishya.C & Lorence Mary. A Prof Druva Kumar	48
9	Risk Management	Punith. P, Sharan. V. Prof. Dhanujakshi	55
10	Youth Entrepreneurship: The Role and Implications for the Indian Economy	Mr Karthik	70
11	Entrepreneurship as Ethnic Minority Liberation	Ms. Selciya	88
12	Importance Of International Entrepreneurship	Prof. Johnson Pereira, Prof. Lavin A Bhawnani	102
13	A Study of Social Entrepreneurship in India - Opportunities and Challenges	Dr.R. Sangeetha, Dr Umesh. U	118
14	Consumer Market In India	Shreya & Namratha, Prof Mohana C	127

## LOGICS OF THE MARKET

**DIVISHYA.C & LORENCE MARY.A**

Department of Commerce  
St Francis De Sales College  
Bangalore-560100, Karnataka

**Prof Druva Kumar**

Department of Commerce  
St Francis De Sales College  
Bangalore

### ABSTRACT

Marketing strategies focus on product innovation, product line extensions and new product line extensions and new product feature. The role of external marketing activities is to get customer, whereas the role of interactive marketing is to keep and grow customers and lay the foundation for ensuring customer relationships. Relationship have always been important a business practice and have gradually stepped forward in the new theoretical developments of marketing of services and business to business (B2B). It recognizes human and mental skills as the fountain head of economic growth and human progress. Value proposition is mixed up with value of customer. Over the past half century tobacco control arguably has been America's greatest public health success story. Antismoking campaign-induced decisions to quit smoking or not to start in the first place have translated into the avoidance of more than 5 million premature smoking-related deaths. One of the most important measures for ascertaining the impact of tobacco on population is the estimation of the mortality attributable to its use. To measure this a number of indirect methods of quantification. This study sought to provide a critical overview of the different methods of attribution of mortality due to tobacco consumption. A search was made in the Medline data base until March 2005 in order to obtain papers that addressed the methodology employed for attributing mortality to tobacco use. This saw banned the use of any constituent additive herb or spice that added a characterizing flavor to tobacco product or smoke (section 907), in 2014 a multinational tobacco company entered market.

**KEYWORDS** Tobacco, Addictive, smoking

## INTRODUCTION

The ultimate goal of a marketing strategy is to achieve and communicate a sustainable competitive advantage over rival companies by understanding the needs and wants of its consumer. Sales are the ultimate goal for every company, you should have more short term goals such as establishing authority increasing customer engagement or generating leads.

To target your marketing, you need to know whether it is reaching its audience

- Convert commoners into individual consumers and producers for the market
- Make them more dependent on the ups and downs of that market

The market has a well-developed and aggressively promoted story about home material wealth is created. It is the process of coming up with new and creative ways to engage your audience & drive growth

## HISTORY OF TABACCO

Tobacco was first discovered by the native people of Mesoamerica and south America and in India it was started in the year 1605BC therefore it was introduced by Portuguese and its was grown in Kaira and Mehsana districts of Gujarat and after that it was spreaded in other areas of the country, now a days in a country of china is leading country of tobacco. The tobacco industry is a history which is largely distributed in every countries from past 42years and it saw started between 1954 and 1996, it was maintained a clean record in litigation and in 1995 still 2005 there was 59% of case were won by the tobacco. This industry of the personal property of darken many fundamental truth about their product and the misleading to the public and giving the false statement to improve their business and to avoid this or to reduce this harm associated with smoking.

## CIGARETTES AND DEATH

More than 4,80,000 death annually

- 2,01,773 death annually among women
- 2,78,544 death annually among men

All forms of tobacco are harmful, and there is no safe level of exposure of tobacco. Smoking is the most common form of tobacco use worldwide.

### DEATH OF PEOPLE = INDUSTRIES GROWTH

India is the second largest tobacco producer behind China. The average production of tobacco in India over the last 5 years of the country for tobacco crops was around 800 million kg. 410,200 tons during the period 2021-22.

### WHY TOBACCO IS ADDICTIVE ?

Nicotine is a highly addictive chemical compound present in a tobacco plant. However, it is the thousands of chemicals contained in tobacco and the smoke that make tobacco use deadly. Because their brains are still developing, young people have a higher risk of becoming addicted to the nicotine in tobacco products than adults. Inside your brain, nicotine triggers the release of chemicals that makes you feel good. It's a kind of drug. Nicotine is the main addictive drug in tobacco that makes quitting so hard.

### SMARTER DOES BUSINESS, DUMB STARTS SMOKING

Tobacco corporations seek to expand cigarette sales because they are for-profit businesses and are obliged under law to maximize profits, even when this results in harm to others. In most parts of the world, the tobacco market is dominated by a few large multinational tobacco corporations. Whose actions have been described as unethical, immoral and dishonest. The corporation is a legal instrument created for the sole purpose of facilitating trade and is programmed to do one thing exclusively: make money. Corporation has no moral of feelings about this selfish tendency. There are many examples of corporations in sectors other than tobacco taking decisions that they know break laws and even cause death. In order to increase profits, trying to increase their profits and thus the value of their shares, the companies will seek to sell more cigarettes. Tobacco is the leading cause of preventable death in the world.

### A FEW FACTS ARE NOT SO FUN

- > People who smoke long term have a 50% chance of dying from a smoking-related disease
  - > Smoking one cigarette can take 11 minutes off your life that's 14 days gone from smoking only 5 cigarettes a day over 1 year.
  - > For every person that dies from smoking, there are 20 other smokers who suffer from a smoking-related illness.
  - > Tobacco use causes at least 12 types of cancer.
  - > Cancers linked to tobacco use make up 40% of all cancers diagnosed.
  - > Cigarette smoking causes 3 in 10 of all cancer deaths
- Money is saved from the cost of smoking: \$7 per day x 365 = @ \$2550 per year

According to Indian rupee: 559 x 365 = 204035 per year

### SMOKING HURTS EVERYONE

Many people think that the only people harmed by tobacco use are smokers who have smoked for a long time ago. The fact is that tobacco use can be harmful to everyone. This includes unborn babies and the people who don't smoke. Smoking not only affects you but all of the people in your life. Children and family are a big reason for inciting smokers to quit. A recent survey found that 98% of children wished their parents would stop smoking, and nearly half said their parents smoking made them feel ill. Smoking puts those closest to you at risk of a range of potential illness, including cancer, heart disease, meningitis, bronchitis, and pneumonia. In fact, second-hand smoke increases the likelihood of a non-smoker contracting lung cancer and heart disease. The reality is there is simply no "safe" level of exposure to second-hand smoke. Quitting smoking can help make your day more productive. Smoking by parents causes respiratory symptoms and slows lung growth in their children. Mass media campaigns can also reduce demand for tobacco by promoting the protection of non-smokers and by convincing people to stop using tobacco. Professional support and proven cessation medications can more than double a tobacco user's chance of successful quitting.

### HOW SMOKING AFFECTS YOU

Smoking decreases your:

- Smell and taste
- Energy levels
- Lung function.

Smoking puts you at greater risk for:

- Lung disease
- Cancer, especially lung cancer
- Heart attack or stroke
- Coronary heart disease

### YOU'RE A FOOL IF YOU THINK SMOKING IS COOL

Second-hand tobacco smoke is the smoke emitted from the burning end of a cigarette, from other smoked tobacco products and the smoke exhaled by the smoker. Large pictorial graphic health warnings, including plain packaging, with hard hitting messages can persuade smokers to protect the health of non-smokers by not smoking inside the home, increase compliance with smoke-free laws and encourage more people to quit tobacco use. Mass media campaigns also reduce demand for tobacco by promoting the protection of non-smokers and by convincing people to stop using tobacco. Tobacco kills more than 8 million people each year. More than 6 million of those deaths are the result of direct tobacco use while around 1.2 million are the result of non-smokers being exposed to second-hand smoke.

Tobacco use is the leading preventable cause of cancer and cancer deaths. It can cause not only lung cancer — but also cancers of the mouth and throat, voice box, esophagus, stomach, kidney, pancreas, liver, bladder, cervix, colon and rectum, and a type of leukemia. Each year 660,000 people in the US are diagnosed with and 343,000 people die from a cancer related to tobacco use. We have made progress: more than 1 million tobacco-related cancer deaths have been avoided since 1990 because of comprehensive cancer and tobacco control programs.

detection of cancer, and improvements in cancer treatment. However, not all states or all people have experienced the benefits of these efforts. When states make greater and longer investments in comprehensive cancer and tobacco control programs, fewer people use tobacco and get or die from tobacco-related cancers.

### CONCLUSION

The tobacco industry is fighting to ensure the dangers of their products are concealed but we are fighting back, the scale of the human and economic tragedy that tobacco imposes is shocking but it's also preventable, smoking has negative health effects because smoke inhalation inherently poses challenges to various physiologic process such as respiration. Smoking tobacco is among the leading causes of many disease such as lung cancer, heart attack, COPD, erectile dysfunction, and birth defects, smoking is one of the most common forms of recreational drug use. Tobacco smoking is the most popular form, being practiced by over one billion people globally of whom the majority are in the developing countries, the time has come for us to speak out. We have a right to breath clean air we have a right to good health and to protect our friends and family. We need to clear the air of second hand smoke. Smoking harms nearly every organ of the body, causing many diseases and reducing the health of smokers in general. Quitting smoking has immediate as well as long-term benefits, reducing risks for diseases caused by smoking and improving health in general. Smoking cigarettes with lower machine-measured yields of tar and nicotine provides no clear benefit to health.

### REFERENCE

- ADAM Barone June 13, 2022 does marketing strategy how is it work analysis of market.
- Product by country or region 188.85.205.220 of marketing
- How smoking affects social health Nicorette in your life
- Health issues of tobacco 2009 American academy of pediatrics (update/15)
- World health organization WHO 2004
- Gerace TA. The toxic tobacco law/ public health policy 1999:20:394-407