

Bharati Vidyapeeth
(Deemed to be University), Pune

School of Distance Education

Assignment No:-	2	Name of the Assignment Setter:-		Prof.V.N.Kadam	
Course:-	CBCS 2019	Class:-	M.COM	Semester:-	II
Subject:-	Business Administration III (PGCOM207)				

Q1) Attempt ANY ONE of the Following (1000 Words). (10)

- A. What is "Marketing Management"? Discuss various types of marketing.
- B. Discuss the meaning, concept & importance of marketing communication.

Q2) Attempt ANY TWO of the Following (800 Words). (10)

- A. State the features & importance of rural marketing.
- B. What is meaning & concept of consumer behaviour?
- C. State objective of marketing research.
- D. Explain the significance of customer relationship management.

Q3) Write Short Notes on (ANY TWO). (10)

- A. Importance of Market Planning
- B. Consumer Protection.
- C. Media Management.
- D. New Product development Strategy.