

Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education

Assignment No.	01	Name of the Assignment Setter:	Prof.Jagadish Patil		
Course:	BBA	Class:	II	Semester:	III

Subject:	Principles of Marketing
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Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- a) Define marketing and explain the difference between marketing and selling.
- b) Explain the internal and external marketing environmental factors.

Q.2) Attempt ANY TWO of the Following (800 Words) (12)

- a) What is the role of a marketing manager?
- b) Market research is most important? Justify
- c) Explain marketing mix concept.
- d) What are the recent trends in marketing? Explain in detail.

Q.3) Write Short Notes on (ANY TWO) (08)

- a) Virtual marketing
- b) Direct marketing
- c) Types of channel conflict
- d) Product life cycle

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