

BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY) PUNE, (INDIA)

SCHOOL OF DISTANCE EDUCATION

F. Y. B. COM. SEM. I – CBCS 2018 COURSE

SUBJECT.- MARKETING I

NOTE- Answer any TWO ASSIGNMENTS.

ASSIGNMENT NO. 1

Q.1. Define 'Marketing'. State its importance (10)

Q.2. Write short note on any ONE. (05)

A) Objectives of marketing

B) Transportation

ASSIGNMENT NO. 2

Q.1 Describe evolution of marketing in India. Explain steps in evolution. (10)

Q.2. Write short note on any ONE. (05)

A) Modern concept of marketing

B) Features of market

ASSIGNMENT NO. 3

Q.1 What Explain meaning of 'Marketing Organization' What are the essentials of sound marketing organization? (10)

Q.2. Write short note on any ONE. (05)

A) Marketing mix

B) Functions of marketing manager
