

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

SCHOOL OF DISTANCE EDUCATION

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

SUBJECT.- MARKETING II

ASSIGNMENT NO. 1

Q.1. Explain rights and duties of consumer. (10)

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

A) Features of industrial goods

B) Channels of distribution

ASSIGNMENT NO. 2

Q.1 Discuss stages involved in consumer decision making process. (10)

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

A) Consumer movement in India

B) Importance of consumer.
