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(DEEMED TO BE UNIVERSITY), PUNE (INDIA)  
School of Distance Education  
M.Com. SEM II  
**Business Administration-III**  
Assignments

Assignment-I		
Q.1	Attempt any One of the following:	(10)
A)	What is E-Marketing? Explain its merits and demerits. E-Marketing म्हणजे काय? त्याचे फायदे आणि तोटे स्पष्ट करा	
B)	Explain the buying motive in consumer behaviour. ग्राहकाची खरेदी करतानाची वागणूक स्पष्ट करा	
Q.2	Write short-note on any One of the following:	(05)
A)	Service Marketing सेवा विपणन	
B)	Consumer Education ग्राहक शिक्षण -	

Assignment-II		
Q.1	Attempt any One of the following:	(10)
A)	Discuss the various problems of CRM CRM च्या वेगवेगळ्या अडचणींची चर्चा करा.	
B)	What are the reasons for failure of new product? नवीन उत्पादन परत येण्याची कारणे कोणती?	
Q.2	Write short-note on any One of the following:	(05)
A)	International Marketing Strategy आंतरराष्ट्रीय विपणनाची प्रणाली	
B)	Role of Media Manager माध्यम व्यवस्थापकाची भूमिका	
C)	Ways for the growth of customers. ग्राहक वाढविण्याचे मार्ग-	