

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

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| Assignment No:- | 1 | Name of the Assignment Setter:- | SACHIN S. SHINDE | | |
| Course:- | B.COM | Class:- | F.Y.B.COM | Semester:- | I |

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| Subject:- | Marketing-I (C131) |
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Q1) Attempt ANY ONE of the Following (1000 Words). (10)

- A. Define the term 'MARKETING' and its functions and importance of marketing.
- B. Discuss the Evolution of MARKETING CONCEPTS.

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

- A. Define market. And classification of markets.
- B. Discuss the importance of MARKETING ORGANIZATION.
- C. Explain the concept of 'MARKETING ENVIRONMENT'.
- D. Explain the functions of MARKETING MANAGER.

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

- A. Marketing Risk
- B. Line and staff system
- C. Demographic environment
- D. Explain Modern market