

SHREE NARAYANA COLLEGE OF COMMERCE

B.Com Sem 1
Assignment 2026-
2027

Subject: Minor: Marketing Management

Unit 1

1. Importance of Marketing
2. Marketing in different demand situations
3. 4 P's of Marketing Mix
4. Scope of Marketing

Unit 2

1. Economic factors affecting consumer behaviour
2. Demographic base of Market Segmentation
3. Short Note on Buying Decision Process
4. Short Note on Product Positioning

Unit 3

1. Importance of Branding
2. Factors affecting pricing decisions
3. Objectives of Pricing
4. Classification of Product

Unit 4

1. Importance of Event Marketing
2. Importance of Green Marketing
3. 5 C's of Event Marketing
