

Shree Narayana College of Commerce
B.Com Semester 1
Assignment
Subject: Minor: Marketing Management

Answer the following Questions

Unit 1.

1. Importance of Marketing
2. Explain the 4P's of Marketing Mix
3. Difference between Selling and Marketing

Unit 2.

1. Explain the Economic factors affecting Consumer behaviour
2. Explain the demographic and psychographic base of Marketing Segmentation.

Unit 3.

1. Explain the policy decisions regarding Branding
2. Explain the Factors influencing Pricing decisions
3. Write a Note on Product Life Cycle

Unit 4.

1. Explain the Importance of Event Marketing
2. Explain the Importance of Green Marketing.
