

T.Y.B.Com

CC 302 - Marketing Management in Practice

English Medium

2020-21

Assignments

Assignment-1

(1) Explain in detail the techniques for measuring customer satisfaction.

(2) Define retail trade and enlist its features. Write a brief note on Indian retail scenario.

Assignment-2

(1) Discuss in detail the problems and challenges related with rural marketing.

(2) Define Case and Case-Study and discuss in detail the guidelines for conducting a case-study.