**Roll No. ………………………..**

**Renaissance College of Commerce & Management**

**Assignment Question Paper**

**B.Com. (Hons) II Year Examination**

**Subject: MARKETING MANAGEMENT**

***Note*** *:* Attempt any All Question

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| 1. | Distinguish between selling and marketing. |
| 2. | Describe the process of new product development. |
| 3. | Discuss the important pricing objective of marketing companies |
| 4. | Define the term market segmentation. What is the basis for market segmentation? |
| 5. | Explain in detail the meaning of personal selling and its process? |

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