**Roll No. ………………………..**

**Renaissance College of Commerce & Management**

**Assignment Question Paper**

**BBA III Semester Examination**

**Subject: Marketing Management**

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

Q. 1 Discuss the difference between selling concept & marketing concept with examples.

Q. 2 What do you understand by marketing? Discuss the nature & scope of marketing.

Q. 3 Explain the concept of marketing environment.

Q.4 Discuss the marketing mix.

Q.5 Explain market segmentation and consumer behavior in detail