



FAIRFIELD

Institute of Management & Technology
Under the Management of 'The Fairfield Foundation'

B.COM -3rd SEM

Marketing Management

Code: 201

Objectives: The aim of the assignment is to develop students' ability to understand the different important concepts of Marketing having relevance to day-to-day business operations and also the relationship between marketing and other management functions.

Questions for Assignment:

1. Explain Marketing Environment and its types
2. What is Product life cycle? Explain with an example
3. Explain the different Pricing techniques
4. What are the different types of channels Also explain their importance
5. Explain Promotion mix

Procedure: For completing the assignment students should refer to the books mentioned in references and they can also take help from internet. The assignment should be handwritten and properly filled.

The students should cover all these headings in their assignment.

- Index
- Introduction
- Objective of the assignment
- Assignment Questions with Answers
- Conclusion
- References

Outcome: After doing the assignment, students will be able to understand the basic important concepts of Marketing.

Reference Books:

1. Varshney & Gupta; Marketing Management, Sultan Chand & Sons, 2005.
2. Kotler & Armstrong; Principles of Marketing Management, Prentice hall India, 2003.