

Professor Vishwanathan Iyer's

HERAMB COACHING CLASSES

Yogeshwar Tower, Katemanivili, Kalyan (East)

TYBCOM/MHRM/02.09.17

Marks: 30

Duration: 1Hr

Attempt any 3

- 1 Define Marketing and Explain its Functions.**
- 2 Explain CRM and its importance.**
- 3 Explain the Emerging Ethical issues in marketing.**
- 4 Explain the meaning of MIS and its Components.**
- 5 Explain the Essentials of MIS. Explain the meaning of MIS.**

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