

Professor Vishwanathan Iyer's

HERAMB COACHING CLASSES

Yogeshwar Tower, Katemanivili, Kalyan (East)

TYBCOM/MHRM/21.07.17

Marks: 30

Duration: 1Hr

(Attempt any 3)

- 1) Define Marketing and explain its nature and features.**
- 2) Explain the importance of Marketing.**
- 3) Explain the function of marketing.**
- 4) Explain the Evolution of Marketing.**
- 5) Explain the Strategic marketing management and its elements.**

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