

Professor Vishwanathan Iyer's

HERAMB COACHING CLASSES

T.Y.B.COM/MHRM

MARKS:30

DURATION:1Hour

Date: 07/06/18

Attempt any 3

- 1) Define Marketing and explain features of marketing.
- 2) Scope of Marketing.
- 3) Concept of Marketing.
- 4) Explain Strategic Management.
- 5) Explain importance of Marketing.