

Vikramaditya Institutions of Management and Technology

Bhopal

ASSIGNMENT

Session: 2022-2023

Class

MBA 2nd SEM

Subject

MARKETING MANAGEMENT

Sub Code: CP-204

Guided By
Prof. Ankita Singh

Submitted By

Vikramaditya Institute of Management and Technology

Bhopal

MBA 2nd SEM (FT)

Assignment – 2022-23

Paper CP- 204: MARKETING MANAGEMENT

Unit –1

1. What is the important of “place” in marketing mix?
2. Explain the scope of marketing with suitable from India?
3. What do you mean by market and marketing Explain the importance of marketing in business?
4. Explain the nature and copes of marketing?