

Vikramaditya Institute of Management and Technology

Bhopal

MBA 2nd SEM (FT)

Assignment – 2022-23

Paper CP- 204: MARKETING MANAGEMENT

Unit –2

1. Explain the difference between job description and job analysis?
2. Describe the scope of succession planning?
3. What is the difference between Recruitment and selection? Explain in detail?
4. Define “product” and “demand”?

Guided By

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Submitted By