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[4369]-213**S.Y. B.Com. EXAMINATION, 2013****MARKETING MANAGEMENT****Paper I****(2008 PATTERN)****Time : Three Hours****Maximum Marks : 80****N.B. :—** (i) *All questions are compulsory.*(ii) *Figures to the right indicate full marks.*

1. What is Consumer Movement ? Explain the role of Consumer Guidance Society of India. [16]

2. What is Marketing ? Explain the importance of marketing. [16]

Or

What is Place Mix ? Explain the factors affecting on place mix. [16]

3. (A) Explain the need and importance of consumer education. [8]

(B) Explain the scope of Agricultural Marketing. [8]

Or

(A) Explain the marketing strategies for services. [8]

(B) Explain the features of effective Customer Relationship Management (CRM). [8]

P.T.O.

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Table of Contents Marketing Management March Question Papers N4

1. Understanding the eBook Marketing Management March Question Papers N4
 - The Rise of Digital Reading Marketing Management March Question Papers N4
 - Advantages of eBooks Over Traditional Books
2. Identifying Marketing Management March Question Papers N4
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Marketing Management March Question Papers N4
 - User-Friendly Interface
4. Exploring eBook Recommendations from Marketing Management March Question Papers N4
 - Personalized Recommendations
 - Marketing Management March Question Papers N4 User Reviews and Ratings
 - Marketing Management March Question Papers N4 and Bestseller Lists
5. Accessing Marketing Management March Question Papers N4 Free and Paid eBooks

- Marketing Management March Question Papers N4 Public Domain eBooks
 - Marketing Management March Question Papers N4 eBook Subscription Services
 - Marketing Management March Question Papers N4 Budget-Friendly Options
6. Navigating Marketing Management March Question Papers N4 eBook Formats
- ePub, PDF, MOBI, and More
 - Marketing Management March Question Papers N4 Compatibility with Devices
 - Marketing Management March Question Papers N4 Enhanced eBook Features
7. Enhancing Your Reading Experience
- Adjustable Fonts and Text Sizes of Marketing Management March Question Papers N4
 - Highlighting and Note-Taking Marketing Management March Question Papers N4
 - Interactive Elements Marketing Management March Question Papers N4
8. Staying Engaged with Marketing Management March Question Papers N4
- Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Marketing Management March Question Papers N4
9. Balancing eBooks and Physical Books Marketing Management March Question Papers N4
- Benefits of a Digital Library
 - Creating a Diverse Reading Collection Marketing Management March Question Papers N4
10. Overcoming Reading Challenges
- Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Marketing Management March Question Papers N4
- Setting Reading Goals Marketing Management March Question Papers N4
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Marketing Management March Question Papers N4
- Fact-Checking eBook Content of Marketing Management March Question Papers N4
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
- Utilizing eBooks for Skill Development

- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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