

ROFEL ARTS & COMMERCE
COLLEGE , VAPI

BUSINESS ADMINISTRATIVE
S.Y.B.COM SEM – 4 (SFI)
ASSIGNMENT

Submission Date : 16/01/2020

ASSIGNMENT – 1

- 1.State the different concept of marketing and discuss the concept of consumer.

ASSIGNMENT – 2

- 2.Explain the advantage of online retail marketing for company and customer.

ASSIGNMENT – 3

- 3.Explain the process of market control.

ASSIGNMENT – 4

- 4.State the advantages of market segmentation.