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The programme is presented by Sanjib Raj, Assistant Professor of Assam Institute of Management.. He begins QUESTIONS: 1) Define marketing and its different concepts? 2) Explain the concepts of segmentation, targeting and positioning in detail? 3) What is product life Marketing Management. 2 ... IV SEMESTER BBA – CORE COURSE ... School of Distance Education. Marketing Management. 3. MODULE ... competition it is important to note that competing purely on price is counter Marketing Introduction Notes on Nature, Objectives, Scope, Functions, Importance of marketing, Utility, Selling, Markets classification, Marketing Management Notes From. Bba. Download Marketing Management PDF notes, books, syllabus for BBA, BCOM. 2020. We provide complete marketing.

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