

Shri Harihar Pratishtan's

**Govindlal Kanhaiyalal Joshi  
(Night) Commerce College, Latur**

**Assignment Summer – 2023-24**

**Class :- M.Com SY Sem – IV**

**Subject :- Marketing Management – II**

- Q.1.** Write in detail about the Marketing Strategies for Rural Markets.
- Q.2.** Explain in detail about the Challenges in Agricultural Marketing.
- Q.3.** Write Short Notes on:-
1. Green Marketing
  2. E-Rural Marketing