

Shri Harihar Pratishtan's  
Linguistic Minority Trust  
**Govindlal Kanhaiyalal Joshi**  
**(Night) Commerce College, Latur**

**Class:-M.Com II Year**

**Subject :- Marketing Management –I**

**Assignment**

- Q.1. Explain the concept of Market Segmentation. What are the bases of market Segmentation.
- Q.2. What is Consumer Behaviour. Write in detail the Need and significance of Consumer Behaviour.
- Q.3. Write explanatory note on Digital Marketing, Rural Marketing and Green Marketing.

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