

Shri Harihar Pratishtan's
Govindlal Kanhaiyalal Joshi
(Night) Commerce College, Latur
Assignment Summer – 2023-24

Class :- B.com SY Sem – IV

Subject :- S.E.C. (Business Marketing)

- Q.1.** Explain Business marketing concept & types of industrial markets.
- Q.2.** Difference between
B2C C and B2B marketing research.
- Q.3.** Explain marketing research process.