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**ASSIGNMENT PAPER-2022**

**BCOM -6**

**SUB: BUSINESS MANAGEMENT**

**MARKS 70**

- Q-1 What is market segmentation? Discuss importance of market segmentation. 20
- OR**
- Q-1 Discuss Bases of segmenting consumer market in detail. 20
- Q-2 Discuss different methods of demand forecasting. 20
- OR**
- Q-2 Write a note on process & Types of demand forecasting. 20
- Q-3 what is mean by service? Discuss characteristics & Types of services. 15
- OR**
- Q-3 Discuss the role of service sector in India. 15
- Q-4 Discuss concept of online marketing with advantages & limitations. 15
- OR**
- Q-4 Write a note concept of Green marketing in detail. 15