

Assignment 4.1/4.2

- Q 1. Explain the features and importance of marketing Management.
- Q 2. Elaborate the role of a Financial Manager.
- Q 3. Explain 4 P's of marketing.
- Q 4. What is demand forecasting ? Explain its types.
- Q 5. What is market segmentation. Explain its eight benefits.
- Q 6. Explain the elements of financial management.

