

St. Mira's College for Girls,
(Autonomous-Affiliated to Savitribai Phule Pune University)
Class: FYBCOM
Subject: Marketing & Salesmanship
Subject Code: C21505
SEM II
(2017-18)

Unit 1, 2, 3, 4

Skill Development – Functional Skills, Analytical Skills, Salesmanship

Title:- MARKETING SURVEY.

<u>Name -</u>	<u>Roll.No-</u>	<u>Colour-</u>
Neha Choudhary	3055	Green
Prakr Singh	3043	Purple
Imran Mulla	3093	Yellow

St. Mira's College for Girls
 FYBCOM 'A'

Division of Work :-

Neha :- Personal Selling, functioning of Mandai & Unique Marketing Practices

Prakr :- Marketing & its functions, functioning of Mandai & Unique Marketing practice.

Imran :- Salesmanship, functioning of Mandai & Unique Marketing Practices.

Semester :- II

CONCLUSION -

While doing this assignment we have seen a difference that most the consumers are not only want the business for profit motive but also like to get the consumer satisfaction. They are very polite and hardworking in their work. They also follow the direction of marketing management. They explained that how to take risk. They take risk and effort to make the goods or product available to the buyers. They have to plan various things like financing, transportation, assembling of goods etc. but still they have basic knowledge and skill about how to sell the product. This gives me a lot of knowledge and experience about the marketing.




Principal Incharge
St. Mira's College for Girls

Rajni Singh

Asst. Prof. Rajni Singh
 SUBJECT TEACHER