

**Sub: Marketing Management**

**Classes: BBA LL.B.-V Sem.**

**(BAL-351 / BBL-351)**

**Assignment No.: I**

**Due Date of Submission: 10 Nov., 2016**

**Instructions:**

- **Write the responses to the assignment in your own handwriting.**
- **Submit the responses to your HOD with in the due date.**
- **Write your Name, Programme & Enrolment No. clearly at the top of the page.**

**Question-01**

- (a) What do you mean by Marketing? Discuss the growth of marketing as a concept by explaining various philosophies of marketing.
- (b) Why is new product developed? Discuss the process of new product development.

**Question-02**

- (a) Explain the concept of Product Mix. Design a product mix structure of Hindustan Unilever Ltd.
- (b) The Money spent on Advertising is an investment and is not wasteful.' Do you agree? Give reasons for your answer.

**Sub: Computer Fundamental**

**Classes: BBA LL.B.-V Sem.**

**(BAL-352 / BBL-352)**

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**Question-01**

(a) Explain the introduction of office Automation & What is features of MS word?

(b) What do you understand Algorithm and Explain the Advantages & disadvantages of algorithm?

**Question-02**

(c) Explain the introduction of MS-Excel and write the advance features of MS-Excel- pivot table & pivot Chart?

(d) Explain the MS-Power Point with Example?