ASSIGNMENT # 02

MKT-501 (MARKETING MANAGEMENT)

Total Marks: 3*10=30

Assignment Question

You are working as a Marketing Manager of a soft drink production & selling company. Your firm is going to sale one segment of their products through "personal selling". In your opinion, what will be its expected contribution for <u>customers</u>, <u>business firms</u> and <u>Society</u> individually.