

CS-13

Answer any two question .Each one has equal marks.

- Q1. What do you mean by marketing mix? Describe the main element of Marketing mix.**
- Q2. What do you understand by product and consumer oriented concept of marketing? Explain different concept of marketing.**
- Q3. What are the major roles of HRD? Define Selection. What is its importance?**
- Q4. Define production? What are the types of production.**