

VISIT TO LAGHU UDHYOG BHARTI (FAIR) - 2016-17



INDUSTRIAL VISIT TO SHRUTI IMPEX - 2016-17



Visit to Laghu Udhog Bharti Fair 2016-17

Fair and exhibition are part of direct promotion of the product . Here not only product are sold but it is a place where seller can promote is new or innovative products. 38 students of Mahila PG Mahavidhyala of commerce faculty visited under the supervision of Dr. Sanjay Bohra. The students were came to know about marketing mix , viz product, pricing and promotional tools adopted by the various firms, also how fair and exhibition support the retailers in promoting and selling their product.