



We all know that no marketing activity can be carried out in isolation, know when we say it doesn't work in isolation that means there are various forces could be external or internal, controllable or uncontrollable which are working on it.

Thus to know which forces are acting on it and its impact the marketer needs to gathering the data through its own resources which in terms of marketing we can say he is trying to gather the market information or form a marketing information system.

Word meaning:

disseminate	প্রচার করা	anticipated	ধারণা করা	continuous	অবিরাম
aspect	দিক	isolation	নির্জন	controllable	নিয়ন্ত্রণযোগ্য
forces	শক্তি	impact	প্রভাব	gather	সংগ্রহ করা



What is Marketing Information System (MIS)? NU 2007