

ASSESSMENT # 1

Total Marks: 30

1. Give short answer to the following questions: (15)
 - i. What is marketing?
 - ii. What is the production concept of marketing?
 - iii. Explain the sales concept of marketing.
 - iv. What are the “four Ps” of marketing mix according to McCarthy?
 - v. Explain the term ‘marketing orientation.’

2. Describe the difference between sales and marketing. (7)

3. ‘Marketing is considered to be the most important activity of the present day business’. Discuss this. (8)