

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 the 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)