

FUNDAMENTALS OF MARKETING

ASSIGNMENT

ANSWER ALL THE QUESTIONS (50MKS)

1. Marketing deals with identifying and meeting human and social needs. Discuss the nature of marketing (10mks)
2. Examine the concept of market orientation (15mks)
3. Company ABZ invites you to advise them on the bases to consider during market segmentation. Give your views in details (15mks)
4. Consumer behavior is helpful in understanding the purchase behavior and preferences of different consumers. Elaborate this statement (10mks)