

# **Subject: Introduction to Marketing**

**F.Y. BSc.C.S - Semester II**

## **ASSIGNMENT**

**Answer the following (Attempt any 5)**

1. Define marketing and explain its nature, importance
2. Explain the 7 P's of Marketing Mix
3. Explain the concept of market segmentation and discuss its importance
4. Explain the functions and responsibilities of a marketing manager.
5. Explain the different concepts of marketing in detail.
6. Explain the consumer buying decision process with a suitable example.
7. Define consumer behavior and explain the factors influencing it.
8. Explain the role of consumer behavior in marketing strategy