

- 1.** Give short answers to the following questions: (24)
- i. What is a market?
 - ii. How do you differentiate between consumer markets and organisational markets?
 - iii. What is the difference between industrial markets and reseller markets?
 - iv. Briefly describe the characteristics of organisational markets.
 - v. What does market segmentation mean? Explain the importance of segmenting the market.
 - vi. What is Behaviouristic Segmentation? Outline some behavior based characteristics.
- 2.** State to which type of market the following transactions belong. (6)
- i. Sugar bought by a sweet shop.
 - ii. Printing machine sold to a printing press.
 - iii. Car tyres purchased by Diamond Car Dealers Ltd.
 - iv. Car tyres purchased by Mr. David
 - v. Cigarettes bought by a person for smoking.
 - vi. Shampoo bought by a super market.