

Q. 4. Answer in detail (Any Two)

(20)

1. Distinguish between marketing and selling. Why is marketing considered more customer-oriented?
2. Examine the role and significance of marketing in today's competitive business environment with examples.
3. Explain the meaning, nature, and importance of marketing in modern business with suitable examples.
4. Discuss the core concepts of marketing, including need, want, and demand. How are they interrelated?.

Q. 5. Case study

(15)

In recent years, there has been a growing interest in electric scooters due to rising fuel prices and environmental concerns. In a city like Pune, many college students and working professionals prefer affordable and eco-friendly transportation. A company named Green Ride launched a new electric scooter at a moderate price with attractive features such as long battery life and low maintenance cost. Initially, many people showed interest in the scooter. However, only a certain percentage of customers actually purchased it. The company noticed that while many consumers *wanted* the scooter, only those with sufficient income and access to charging facilities made the final purchase. To increase demand, Green Ride introduced installment payment options and partnered with local dealers to improve availability. As a result, sales increased significantly over the next six months.

Questions :

1. Identify the difference between want and demand in the above case
 2. What factors influenced the demand for GreenRide's electric scooter?
 3. How did the company increase demand for its product?
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