

## **C O I - R & U - Very Short - Info & Con**

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**Q.1. Define market.**

**Ans.** Market refers to the mechanism that brings buyers and sellers of a commodity in contact with each other.

**Q.2. Write two means through which marketing is enhanced.**

**Ans.** Marketing is enhanced through:

(i) electronic mails, and

(ii) telephonic communication.

**Q.3. What is the emerging trend of marketing in India?**

**Ans.** e-marketing is the emerging trend of marketing in India.

**Q.4. What is e-marketing?**

**Ans.** It refers to on-line sale and purchase of goods and services.