

CHAPTER-1

MARKETING-MEANING, DEFINITION & IMPORTANCE

INTRODUCTION

- The term Marketing is derived from the Latin word "**Marcatus**" which means "**to trade**".
- Market means a convenient meeting place where sellers and buyers gather together for exchange of goods.
- Definition of the term "**Market**":-
According to **Pyle** "Market includes both the place and region in which buyers and sellers are in free competition with one another."

IMPORTANCE OF MARKET

- Enables the sellers to sell.
- Enables the buyers to buy what they want
- Generates lots of employment opportunities
- Essential for the economic development of any country
- Generate income and there by promote Trade & Commerce

CLASSIFICATION OF MARKETS

Markets can be classified in many ways. Generally the classification is made on,

1. On the basis of Geographical Area

a) Local Market

When the market for a product is restricted to a particular town or state, such market is called Local Market.

Eg:- Fish, Fruits & vegetable Markets.

b) National Market

When the market for a product extends to the whole country, such market is called National Market.

Eg: The total demand for greetings cards

c) International Market

A product, which is marketed throughout the world, is said to be having an international Market.

Eg: Coca-cola, Pepsi

2. On the basis of Economics

a) Perfect Market

The homogeneous nature of goods and the uniform price throughout the market are the key characteristics of a perfect market

Eg:-Agricultural market, street food

b) Monopolistic Market

The market for those products which are not identical and whose prices are different is known as Monopolistic Market.

Eg:-Clothing, Restaurants

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