

and even in distribution patterns of population and income in the country." Therefore, marketing system must develop along with changes in production systems so that no problem or obstacle is created in the works pertaining to production and marketing in future. Marketing plays an prominent role in raising the standard of living of people in any country.

Marketing has remained the basis of employment. Large scale production can be resorted to by any enterprise so as to meet the rising demand for goods. The pace of development gets a boost as production starts increasing and in this process, more specialised personnel in the fields of production and marketing are needed by the enterprise. More and more people get employment to perform different marketing activities such as purchase, sale, transportation, storing the goods, advertisement and research. Financial and expert marketing institutions are also involved in this process. The success of any product depends not only on its inherent qualities, but also on marketing efforts associated with increasing its sale. It is a wrong assumption in today's world that any commodity will find a ready market for itself without any difficulty.

At present, Marketing Research is undertaken before doing any production. Goods are produced keeping in mind the tastes, fashion trends and behaviour patterns of the consumers. Marketing is developing as an art as well as science in the present age. Human wants are satisfied through the medium of marketing activities. More and more persons get employment in marketing oriented activities. New commodities and ever changing quality products and different utility services come within easy reach of the consumers. These help in raising their standard of living and the country also benefits, as a whole, due to these changes.

In the olden times, human wants were limited and so were the means. Man used to fulfil his needs with the help of limited means at his disposal. With the passage of time, human needs started increasing along with more means to fulfil them. Initially barter exchange worked well, but with the introduction of monetary system started the production of goods on mass-scale and this helped in the creation of markets, where goods were purchased and sold by the people.

At present, these markets have become wide because consumers' number has increased a lot. Commercial enterprises try to capture big chunks of markets so as to have more customers for their products because this is the basis of success of their business. More and more goods are produced to cater to the requirements of more and more consumers. The function of making goods available to consumers from producers is called marketing. Purchase and sale of goods and services is known as business.

Marketing includes all those activities, which are related to purchase and sale of goods and services. Business activities are not complete without marketing. Many functions are associated with management and marketing is the most important amongst them.

MEANING OF MARKETING

Initially marketing implied purchase and sale of goods and services. However, at present it includes all those activities undertaken before and after purchase and sale of goods and services. In modern times, marketing includes consumer research, advertisement, sales policy and services rendered to consumers after the sale of goods and services.

Every institution undertakes work of two types :

1. Production of goods and services.
2. Marketing of goods and services.

Both these functions are included in marketing. In this connection, **Harry Hepner** is of the view, "All those activities are included in Marketing which help the goods to reach