

Ans] Objectives of business management:

① Creation of Demand: The marketing management's first objective is to create demand through various means. A conscious attempt is made to find out ~~to~~ the preferences and tastes of the consumers.

② Customer Satisfaction: The marketing manager must study the demands of customers before offering them any goods or services.

③ Market share: Every business aims at increasing its market share i.e. the ratio of its sales to the total sales in the economy.

④ Creation of Goodwill and Public Image  
→ to build up the public image of a firm over a period is another objective of marketing.