

ASSESSMENT # 13**Total Marks: 30****Answer the following questions:****1. Short Questions:****8**

- i. What is marketing? Why are marketing activities carried out?
- ii. What is the difference between marketing and sales?
- iii. What is best marketing?
- iv. What are the key points to consider for building and maintaining relationships with customers?

2. Explain the importance of the following terms in Marketing:**8**

- a) Persuasion
- b) Predictability
- c) Social evidence
- d) Linking
- e) Scarcity

3. What is the buying process? Identify the key steps involved in the buying process.**7****4. What is a marketing cycle? Discuss the stages involved in a marketing cycle.****7**