

**ASSESSMENT # 2**

**Total Marks: 30**

- 1.** Give short answers to the following questions: (21)
  - i. What does the term 'Marketing Environment' mean?
  - ii. What is the difference between a micro and macro - environment?
  - iii. If the winter season is severe, which industries lose and which gain?
  - iv. How do environmental factors affect marketing policies and strategies?
  - v. Compare and contrast a company's micro and macro environments.
  
- 2.** Your company manufactures TVs, if the government abolishes import duty on these products how it will affect your business? (9)