

ASSESSMENT # 1

Total Marks: 30

Answer the following questions:

- 1. Short Questions.** 8
 - i. What is marketing? and 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 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