

**ASSESSMENT # 2**

**Total Marks: 30**

**Answer the following questions:**

- 1. Short Questions:** 7
  - i. What are the four P's of marketing?
  - ii. Describe the essential elements of a marketing plan?
  - iii. Identify key marketing strategies for a small business.
  
- 2. Explain the following Marketing techniques.** 7
  - a) Loss Leaders
  - b) BOGO
  
- 3. Outline some marketing strategies for a small budget.** 8
- 4. What is a marketing budget? Outline key rules for establishing a marketing budget.** 8