

**ASSESSMENT # 3**

**Total Marks: 30**

**Answer the following questions:**

- 1. Short Questions.** 10
  - a) Outline the key objectives of advertising.
  - b) Describe the elements necessary for creating a Marketing plan?
  - c) What are the five levels of human needs according to Abraham Maslow?
  
- 2. What is networking? Explain the basic steps for successful Networking?** 10
  
- 3. Define internet marketing? Explain the following terms with reference to internet marketing?** 10
  - i. Web Designing
  - ii. Affiliate programmes
  - iii. Search Engine optimization
  - iv. Using Social Media