

ASSESSMENT # 4

Total Marks: 30

Answer the following questions:

- 1. Short Questions:** 10
 - i. Define the term 'promotion' and explain its need for successful marketing?
 - ii. Outline the essential elements of communication process?
 - iii. What are the key factors for a successful communication process?

- 2. Explain the factors that influence the development of 'promotion mix'.** 10

- 3. Write short notes on the followings:** 10
 - a) rational appeals
 - b) emotional appeals