

Assignment 2

Total Marks: 20

Answer the following Questions:

1. What is a business plan? Outline the key elements of an online business plan. (4)
2. How will you create a Marketing Plan for your online business? (4)
3. What are the key steps of a marketing cycle? (5)
4. What is crowd funding? Discuss its various types. (3)
5. Which resources are required to start a new business? (4)