

ASSESSMENT

Total Marks: 30

1. Give short answers to the following questions: (21)
 - i. What does the term 'Marketing Environment' mean?
 - ii. What is the difference between a micro and macro - environment?
 - iii. If the winter season is severe, which industries lose and which gain?
 - iv. How do environmental factors affect marketing policies and strategies?
 - v. Compare and contrast a company's micro and macro environments.

2. Your company manufactures TVs, if the government abolishes import duty on these products how it will affect your business? (9)