

Assignment 4

Total Marks: 30

Q:1. Short Questions: (15)

- I. What is Marketing segment? Give example
- II. What type of information is collected in marketing analysis?
- III. Outline the steps involved in the buying process.
- IV. What do you evaluate when considering the marketing segments?
- V. What is SWOT analysis.

Q: 2. What are the five P's of a marketing plan? How do they influence the positioning of your product? (7)

Q:3. Discuss in detail the steps involved in a sales cycle. (8)