

### ASSESSMENT # 12

Total Marks: 30

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?
2. What are the five P's of a marketing plan? How do they influence the positioning of your product? (7)
3. Discuss in detail the steps involved in a sales cycle. (8)