

ASSESSMENT # 8

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)**