

ASSESSMENT # 4**Total Marks: 30****Answer the following questions:****Q: 1:** Short Questions (15)

- I. Define the purpose of a plan in Marketing Strategy?
- II. What is a Brand?
- III. Why is branding the most important investment undertaken by a company?
- IV. Describe the method of developing an effective Slogan.
- V. Define SWOT analysis.

Q: 2: Discuss the various steps in marketing. (7)**Q: 3:** Outline the various types of Logos. (8)