

ASSESSMENT # 2**Total Marks: 30****Answer the following questions:****Q: 1:** Short Questions (15)

- I. Why is a business plan important for a business?
- II. What are the essential elements of a brand?
- III. Describe the elements included in a formal business plan.
- IV. What kind of business plan is more suitable for starting a small business?
- V. What are the various types of materials used to promote a business?

Q: 2: Write a note on the following:
a. Developing a business structure (7)**Q: 3:** What are the various options for designing contact information for a business? (8)