

ASSESSMENT # 3**Total Marks: 30**

Answer the following questions:

Q: 1: Short Questions (15)

- I. What is the purpose of a marketing plan?
- II. Outline the various benefits of networking.
- III. How might brokers and agents help consultants to find clients?
- IV. What are the various elements that should be included in a contract?
- V. How might a consultant avoid difficult situations with his/her clients?

Q: 2: What is a marketing cycle? Describe the various steps of a marketing cycle. (7)

Q: 3: Discuss the different strategies for using social media for the promotion of a business. (8)