

ASSESSMENT # 1

Total Marks: 30

Answer the following questions:

Q: 1: Short Questions (15)

- I. What are the main functions of business communication?
- II. Outline some attributes of a good communication.
- III. Describe the essential components of a marketing plan.
- IV. Describe some tips for delivering business pitch effectively.
- V. What is the importance of mission, vision and values in developing business and marketing strategies?

Q: 2: Outline the different phases of a public relations plan. (7)

Q: 3: Define Elevator Pitch. Also discuss the different steps of creating an accurate elevator pitch. (8)