

ASSESSMENT # 2

Total Marks: 30

Answer the following questions:

Q: 1: Short Questions (15)

- I. Identify the main the points of setting up media guidelines for a business.
- II. Describe the reasons for inbound marketing.
- III. What are the different communication routes for sending your message to the customers?
- IV. What is the key difference between marketing and communications?
- V. What are the guidelines for an effective approval process?

Q: 2: Describe the five Cs of a successful and effective message. (7)

Q: 3: Write a note on “Inbound and Outbound Marketing”. (8)