

**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)