

**Answer the following questions:**

- 1.** Short Questions: 7
  - i. What are the four Ps of marketing?
  - ii. Describe the essential elements of a marketing plan.
  - iii. Identify key marketing strategies for a small business.
  
- 2.** Explain the following marketing techniques. 7
  - a) Loss Leaders
  - b) BOGO
  
- 3.** Outline some marketing strategies for a small budget. 8
- 4.** What is a marketing budget? Outline key rules for establishing a marketing budget. 8