

Marketing Planning, Implementation and Control

ASSESSMENT # 6

Total Marks: 30

1. Give short answers for the following questions: (20)
 - i. When developing a marketing planning strategy, which issues should be taken into consideration?
 - ii. What is marketing audit? How is this performed?
 - iii. What are co-operative objectives? How these are identified?
 - iv. What could be the main aims of a promotional strategy?
 - v. Which approaches are used for evaluating marketing performance?
2. Discuss the steps involved in setting marketing budgets. Explain different methods used for developing marketing budgets. (10)