

ASSESSMENT # 2**Total Marks: 30****1. Short Questions****(15)**

- i. Why is a business plan important for a business?
- ii. What are the essential elements of a brand?
- iii. Describe the elements included in a formal business plan.
- iv. What kind of business plan is more suitable for starting a small business?
- v. What are the various types of materials used to promote a business?

2. Write a note on the following:**A. Developing a business structure****(7)****3. What are the various options for designing contact information for a business? (8)**