

**ASSESSMENT****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
  - ii. consideration?
  - iii. What is marketing audit? How is this performed?
  - iv. What are co-operative objectives? How these are identified?
  - v. What could be the main aims of a promotional strategy?
  - vi. 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)