

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