

Answer the following questions:

Q: 1: Short Questions. (15)

- I. What is a brand?
- II. What are the characteristics of a good brand name and slogans?
- III. Define SWOT Analysis.
- IV. Define the importance of colour for developing a slogan.
- V. Define the following terms:
 - a. Psychological pricing
 - b. Emblems
 - c. Simple Pictorial Mark

Q: 2: What is a Marketing Process? Explain the different steps of a marketing process. (7)

Q: 3: Write a note on 'The Sales Cycle'. (8)