

Answer the following questions:

1. Short Questions: 10

- a) Outline the key objectives of advertising.
- b) Describe the elements necessary for creating a marketing plan.
- c) What are the five levels of human needs according to Abraham Maslow?

2. What is networking? Explain the basic steps for successful networking. 10

3. Define internet marketing. Explain the following terms with reference to internet marketing: 10

- i. Web Designing
- ii. Affiliate programmes
- iii. Search Engine optimisation
- iv. Using Social Media