

ASSESSMENT # 5**Total Marks: 30****1. Short Questions:****(15)**

- i. What is marketing segment? Give example
 - ii. What type of information is collected in marketing analysis?
 - iii. Outline the steps involved in the buying process.
 - iv. What do you evaluate when considering the marketing segments?
 - v. What is SWOT analysis?
2. What are the five P's of a marketing plan? How do they influence the positioning of your product? **(7)**
3. Discuss in detail the steps involved in a sales cycle. **(8)**