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Due Feb 28, 2026 by 11:59pm

Points 10

Submitting a file upload

Attempts 0

Allowed Attempts 1

Available after Sep 12 at 12am

General Instructions

Each question is of equal value.

All questions must be attempted; no choices are provided.

The word limit for Questions 1 and 2 is 1000 words each, while each subsection of Question 3 should not exceed 500 words.

Responses must demonstrate originality. Assignments are to be written individually; collaborative discussion or group work is not permitted.

Students may consult textbooks, scholarly references, or authentic online sources. However, verbatim reproduction of content is prohibited. Answers should be articulated in the student's own language and style.

Assessment Criteria

For Theoretical Questions

Introduction and framing of the topic – 20%

Clarity of concepts and application to the given context – 60%

Logical conclusion – 20%

For Numerical Questions

Correct understanding and application of relevant formulae – 20%

Accuracy and sequence of steps / procedures – 60%

Correct final solution with clear interpretation – 20%

[Marketing for Managers-2.pdf](#) ⬇

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