

# CA-3 ASSIGNMENT

## SET A ( for odd roll numbers)

- Q1: Suppose you have to create a Marketing Plan Strategy to start advertisement on Youtube for LPU. Explain every single step you will document for developing the Marketing Plan Strategy. [10 marks]
- Q2: a) What are the advantages a startup will have for developing a Business Plan from competition perspective? [5 marks]
- b) If you are a Banker (for the purpose of loan) what kind of information you would look for in a Business Plan. [5 marks]
- Q3: Explain how Financial Planning determines that a business will afford to achieve its strategic goals and objectives. [10 marks]

## SET B (for even roll numbers)

- Q1: Draft a brief Marketing Plan Strategy to start advertisement on Youtube for Flipkart considering categories like Market Research and analysis, Trends, Barriers, Costs, Target Type of Customers Features and Benefits and Competitive Advantages. [10 marks]
- Q2: a) What are the benefits of developing a Business Plan? [5 marks]
- b) If you are an Investor what kind of information you would look for in a Business Plan. [5 marks]
- Q3: Take one real life scenario and explain why personal financial statement is required in a Business Plan. [10 marks]