

# **MyWriterMaster**

Freelance Academic Writing



# MyWritingMaster

## Expert Qualification Test Marketing

We are glad to offer you this EQT to test your subject matter depth and formatting skills before taking you in our freelance expert writing team.

### You will be judged on these aspects

1. **Plagiarism (Do not copy):** Plagiarism (Copy pasting from external sources) is a strict offense in foreign universities and results in our client being expelled from the university. Please All the assignments undergo a plagiarism test using Turnitin software and a content review from our expert reviewers before sending it to the client.
2. **Checklist (see below )**
3. **Written English language:** Grammar, sentence formation etc.
4. **Commitment to word limits and deadline.**

### Check list (To be checked before sending the solution to us) (use links to learn)

- (a) Cover Page. (<http://www.youtube.com/watch?v=kVIzXCaeQug>)
  - (b) Automatic table of Contents (<http://www.youtube.com/watch?v=gExEfR7wQMs>)
  - (c) Main body of the assignment
  - (d) References (very important, at least 6 needed ) (Harvard style \*\*\*)  
(<http://www.youtube.com/watch?v=Lt11A7ZLPEg>)
  - (e) Border (<http://www.youtube.com/watch?v=jte50aNVElc>)
  - (f) Page number (<http://www.youtube.com/watch?v=ogOt6in5TqA>)
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### Test assignment question

**Words :** 600

**Formatting :** Times new roman, 12 font, double spacing (<http://www.youtube.com/watch?v=4-Eliz-L5T0>)

*You are a marketing consultant to Apple iMac laptop. Given the changes in the market and the Apple strategy, advice the company on the following topics:*

1. *Examine the consumer decision making process for the purchase of an Apple iMac laptop. Show the stages of the process and explain how Apple can influence that process.*
  2. *Examine attitudes to Apple iMac laptop and how they are affected by lifestyle and personality. Show how the understanding of such attitudes can enhance the marketing of Apple iMac laptop.*
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\*\*\* How to INCLUDE DIFFERENT CITATION STYLES IN WORD DOC

There are different styles which should be there in your word document like APA (6<sup>th</sup> edition), Harvard, MLA, Chicago etc.

If your word doc doesn't have some referencing / citation styles then here is how you can go about it

1. Download "styles.zip" file ( see attachment)
2. Unzip it and copy content
3. Go here : my computer/ c drive/ program files/ microsoft offic/bibliography/styles
4. Paste the copied content in this folder
5. Now open word doc, it will have all the necessary options under "references - Style"

-----Save your solution in the following format <your name>\_EQT\_<subject>.doc  
eg: Pooja\_EQT\_Marketing.doc-----

All the best  
Thank you