

ASSIGNMENT

1. Counterfeiting is a big issue that brands encounter. Counterfeit brands often make big money. In the world of design, it is a bigger menace. Conduct a small secondary research on the counterfeit brand industry and answer the following questions
 - a. How is counterfeiting brands unethical?
 - b. If companies price their products reasonably, will brands misuse reduce?
 - c. What are the economic and social repercussions of counterfeiting the brands?
2. A leading industrial house has plans to establish a chain of stores for consumer goods in the rural and semi urban market. Suggest appropriate segmenting, targeting and positioning strategies considering the challenges and opportunities in rural market. Also, what retail trends can be incorporated in the chain stores?

Consumers can register with the Do Not Call Registry to avoid unwanted phone solicitations from marketers. But what can consumers do to reduce unsolicited mail and email? Find out how consumers can do this and report your findings.