

ASSIGNMENT

Q-1) What is a brand? Explain the need for brand elements and important brand associations.

Q-2) What is the role of branding? Does branding have the same importance for both the customer and the firm or manufacturer?

Q-3) State the Challenges faced by the brands with suitable examples. Can you think of any other issues?

Q-4) Who do you think has the strongest brands? Explain your answers with reasons.

Q-5) "A brand is something that resides in the customer minds" In the light of the statement detail the differences in branding retailer services and the distributors.