

## **ASSIGNMENT**

Q-1) When the company is forming a strategy for expansion, what should it consider? Brand Extension or New brand strategy? Support your answer with examples

Q-2) Why is Line Extension a safer mode of expansion? State other advantages and the risks involved if the firm decides to adopt this mode of expansion

Q-3) What is brand leveraging? Why is it considered as an important strategy for the company?

Q-4) Explain the objectives of brand rejuvenation and its importance for the firm?

Q-5) Explain brand identity and brand image. Do the terms signify the same associations? If not, state the differences.