

ASSIGNMENT

Q-1) Describe Brand leveraging explaining the process of brand leveraging and its importance in the process of branding

Q-2) Is Celebrity Endorsement an effective way of branding? Explain

Q-3) What is brand Equity? Describe the different brand equity models and its significance

Q-4) Describe Co branding. State its advantages and disadvantages in the process of branding

Q-5) Explain Brand Resonance and how does this equity model effectively develop loyal customers