

ASSIGNMENT

Q-1) Explain brand value. How is brand value created?

Q-2) Explain brand positioning and its significance in creating brand equity

Q-3) Describe the process of brand positioning, detailing the various stages involved in the process

Q-4) Describe the significance of points of parity (POP) and points of difference (POD) in brand positioning

Q-5) Describe in detail the importance of points of difference and its selection criteria for unique features