

ASSIGNMENT

Q-1) How are brand structures measured to understand the customer's mindset? Explain elaborating the qualitative and quantitative research tools.

Q-2) Details the various quantitative research tools to gather brand knowledge of the brands under study

Q-3) How is brand recognition and brand recall measured? What are the tools aids used in the measurement process?

Q-4) How is a strong brand built? Explain all the six building blocks in detail

Q-5) Explain the four steps of brand building.