

## **ASSIGNMENT**

Q-1) If you were a jury to nominate the best new product of the last 10 years, which would it be? Why? Note down your reasons and ask people about their reviews on the same product and study the segmentation of it.

Q-2) Take one kind of product, for e.g. soap, list down the various brands of it and check how people perceive about the different brands. In soap, people would see lifebuoy as healthy, whereas lux as beauty soap. You may try such practice with various products and understand the positioning of products.