

ASSESSMENT # 3

Total Marks: 30

Answer the following questions:

Q: 1: Short Questions (15)

- I. On which four perspectives of a business does a balanced scorecard focus?
- II. What are the common triggers of a brand refresh?
- III. What is a Brand Extension? Explain, giving examples of some successful brand extensions.

Q: 2: Discuss the most common brand structures. (7)

Q: 3: What does SWOT stand for? Discuss SWOT Analysis in detail. (8)