

ASSESSMENT # 1**Total Marks: 30**

Answer the following questions:

Q: 1: Short Questions (15)

- I. What is a Brand?
- II. Describe the elements of a Brand.
- III. Describe the Vision Statement.

Q: 2: Why is branding the most important investment for a company? (7)

Q: 3: What is a Mission Statement? Give some examples of Mission Statements. (8)