

ASSESSMENT

Total Marks: 30

- 1.** Give short answers to the following questions: (21)
- i. What is the difference between family branding and individual branding?
 - ii. List the benefits and drawbacks of branding.
 - iii. Name three brand names which express the function of the product.
 - iv. Write five family brand names and analyse the products sold under each of these brands.
 - v. What is the difference between packaging and labelling?
 - vi. List four brand names where the manufacturer's name is associated.
 - vii. Discuss the functions of packaging.

Activity (9)

Select a branded consumer product of your choice. Analyse, in detail, the factors that have contributed to its success. Write a report about your findings.