

ASSESSMENT # 1

Total Marks: 30

Answer the following questions:

Q: 1: Short Questions (15)

- I. What is Branding?
- II. What are Social Media?
- III. Define Social Media Branding.

Q: 2: Discuss the key ingredients of a branding strategy. (7)

Q: 3: What are the most popular social networks at the time of publication? (8)