

### ASSESSMENT # 9

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.