

ASSESSMENT # 21**Total Marks: 30****Answer the following questions:**

- Q: 1:** Short Questions (10)
- I. What is Branding?
 - II. Define Social Media Branding.
 - III. Describe some signs that usually signify problems for a brand's social media presence.
 - IV. How would you turn customers into ambassadors for a brand?
 - V. Describe the method of developing social media guidelines for a brand.
- Q: 2:** Discuss the key ingredients of a branding strategy. (5)
- Q: 3:** What are the most popular social networks at the time of publication? (5)
- Q: 4:** Discuss the various ways of dealing with negative feedback. (5)
- Q: 5:** Describe the four important elements of a successful social media message. (5)