

**ASSESSMENT # 8****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)