

## Building a Corporate Brand

**Total Marks: 30**

**Answer the following questions:**

**Q: 1:** Short Questions. (15)

- I. What is a brand?
- II. What are the characteristics of a good brand name and slogans?
- III. Define SWOT Analysis.
- IV. Define the importance of colour for developing a slogan.
- V. Define the following terms:
  - a. Psychological pricing
  - b. Emblems
  - c. Simple Pictorial Mark

**Q: 2:** What is a Marketing Process? Explain the different steps of a marketing process. (7)

**Q: 3:** Write a note on 'The Sales Cycle'. (8)