

ASSESSMENT # 11**Total Marks: 30**

Answer the following questions:

- Q: 1:** Discuss the key ingredients of a branding strategy. (7)
- Q: 2:** What are the most popular social networks at the time of publication? (8)
- Q: 3:** Discuss the various ways of dealing with negative feedback. (7)
- Q: 4:** Describe the four important elements of a successful social media message. (8)