

### ASSESSMENT # 1

Total Marks: 30

Answer the following questions:

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

- I. What is a Brand?
- II. Describe the elements of a Brand.
- III. Describe the Vision Statement.

**Q: 2:** Why is branding the most important investment for a company? (7)

**Q: 3:** What is a Mission Statement? Give some examples of Mission Statements. (8)