

ASSESSMENT # 2

Total Marks: 30

Answer the following questions:

Q: 1: Short Questions (15)

- I. How would you create a style statement?
- II. Outline the various characteristics of a good brand name and slogan.
- III. Describe the various ways of transforming employees into ambassadors.
- IV. Describe the procedure for developing a slogan.
- V. How would you launch a brand?

Q: 2: Outline the ten easy ways of connecting with customers. (7)

Q: 3: Describe the four most common categories of visual identities. (8)