

**ASSESSMENT # 2****Total Marks: 30**

**Answer the following questions:**

- 1.** What is a 'brand' and what is the purpose of branding? Why is an effective personal branding strategy important?
- 2.** Write a mission, vision, and style statement for a brand of your choosing, explaining how you came up with each and highlighting its points of appeal.
- 3.** Branding is the most important investment a company can make. Discuss.