



In the light of the above statement, explain any four challenges and opportunities of branding.

- ii. “A brand moves through different cycles”. Explain the phases of brand with the help of a suitable example.
- iii. “In the modern times, building and designing a brand through website, apps and social media is very important”. Justify your answer by describing five advantages of branding.
- iv. What is meant by CBBE? Explain the CBBE Model in detail.
- v. Discuss any five ways or methods through which a consumer is convinced to become a loyal customer.
- vi. What is meant by the term Brand reinforcement? Explain the strategies for brand reinforcement.

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