

## Long Answer Questions

### Q.1. How is building a brand and brand value useful?

**Ans. (i)** Branding basically means to stamp a product with a particular name or sign, done to differentiate one product from the other products.

**(ii)** For example, pulse company may brand its product as “Top Taste Daal” whereas another company for a similar daal may call it “Best Taste Daal”.

**(iii)** The company will use values, like it is a concern for children’s health or is a nutritious food.

**(iv)** These brand values are conveyed through the use of visuals and words to give us an overall image that appeals to the consumers.

### Q.2. How does an advertisement get made?

**Ans. (i)** To create an advertisement, the company would approach an advertising agency which would see the specific target audience.

**(ii)** The agency would do a market survey of the existing brands and demand of the product.

**(iii)** On the basis of that, they would make a particular strategy through visuals and advertisements to appeal to the people.

**(iv)** This is called marketing strategy of the brand.

**(v)** Once it is formalised, the advertisement is launched in the market.

### Q.3. How did the word ‘branding’ emerge?

**Ans. (i)** Branding actually came from cattle grazing.

**(ii)** Cattle of different owners grazed together in ranches and they often got mixed up.

**(iii)** The owners thought of a solution.

**(iv)** They started marking their cattle with the owner’s sign by using a heated iron, this was called “branding”.