



# INDIAN SCHOOL DARSAIT DEPARTMENT OF COMMERCE



Subject : Marketing	Topic : Branding, Packaging, Labelling	Date of Worksheet : _____
Resource Person: Ekta Gautam		Date of Submission: _____
Name of the Student : _____	Class & Division : _____	Roll Number : _____

S.No.		Marks
1.	What do you mean by Branding?	2
2.	Give any two importance of packaging.	2
3.	State the need for branding of a product.	2
4.	What is a Trademark?	2
5.	What are the various strategies that a firm can adopt?	2
6.	What do you mean by 'labeling of a product'?	2
7.	'Packaging performs a number of functions in the marketing of goods.' Explain these functions.	3
8.	Different levels of 'packaging' play important roles in making a product successful. Explain these levels of 'packaging'.	3
9.	Describe any three advantages of 'Branding' to customers.	3
10.	Explain the important features of branding.	3
11.	Differentiate between Brand Mark and Trademark.	3
12.	What are the elements of a good brand?	3
13.	What are the advantages of branding to a marketer?	3
14.	Explain the purpose of labeling with suitable examples.	6
15.	Define packaging. Explain the importance of packaging in the marketing of a product.	6