**Branding and Promotion**

**Revision questions**

(45 marks; 45 minutes)

1 Read the quote by Howard Schultz on page 63. What implications does that have for running a business? **(4)**

2 a) Analyse one of the following brands, examining what you think its qualities are:

Galaxy chocolate, TGI Fridays, Nike footwear, Nintendo. **(4)**

b) For the brand you analysed, explain how its qualities add value. **(4)**

3 a) Give two examples of a brand family. **(2)**

b) Give two examples of individual brands. **(2)**

4 In your own words, explain what viral marketing means. **(3)**

5 Outline how your school might promote itself through social media. **(5)**

6 Explain what form of promotion you think would work best for marketing: **(9)**

a) a new football game for the PS4

b) a small, family-focused seaside hotel

c) organic cosmetics for women.

7 Why is it important for businesses to monitor the effect of their promotional activity? **(4)**

8 What is meant by the phrase 'promotion needs to be effective'? **(4)**

9 Explain why promotion is essential for new businesses. **(5)**