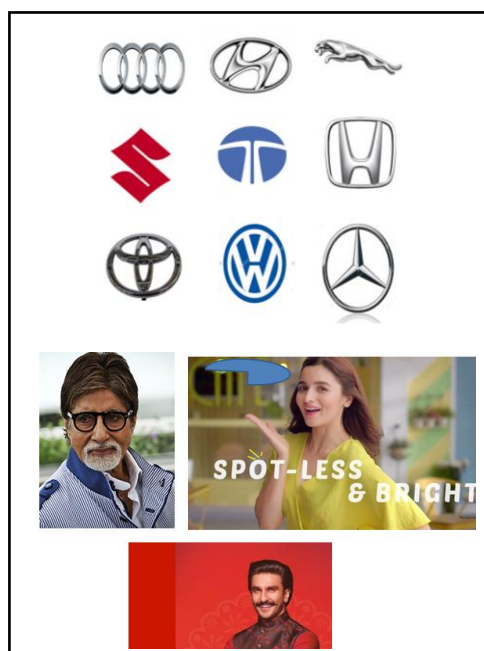


## Report on Class Activity – Brand Recognition

Held on 04.03.2021

<b>Date of Event</b>	04.03.2021
<b>Name and Type of Event</b>	Brand Recognition (Logo Quiz)
<b>Conducted by</b>	Ms Vishakha Joseph
<b>No. Of Participant</b>	21

A Brand Recognition quiz was conducted for the Marketing Specialisation students of BBA semester VI on 4<sup>th</sup> March, 2021. The students were shown logos, tagline and celebrities. The brand names were hidden. The students were given limited time to recognise the brand names. This was a fun activity which helped the students to have deeper understanding of brand positioning, Brand image, celebrity endorsements and Measuring brand equity.



1. THE COMPLETE MAN
2. Har Khar Kuchch Kahta hein
3. Swad Zindagi Ka
4. Daag Acche Hai
5. An Idea can Change your life
6. Taste Bhi, Health Bhi
7. The King of Good Times
8. Dobara mat poochna
9. Jiyo sar utha ke
10. The taste of India
11. Fresh N Juicy
12. Kuch Meetha Ho Jaaye
13. No Chip Chip, No Jhik Jhik
14. Taller, Stronger, Sharper
15. Shuruaat Sahi Toh Din Sahi