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REPORT



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ORIGINAL ARTICLE

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MY WAY IS DIFFERENT – MANTRA OF BRAND

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ABSTRACT

Teaching has never been an easy task. Each faculty will have his or her unique style of facilitating concepts and practices in the classroom. But of age, though the methods employed to convey and communicate with the students might have changed, still the major challenge is to deliver the knowledge in the simplest and easiest manner. With the introduction of technology in all walks of life, it has entered into the education sector as well. In our paper, we have tried to understand the contribution of technology in the teaching arena.

Article Indexed in



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REVIEW OF THE ARTICLE

My Way Is Different– Mantra Of Brand

K. Prabhakar Rajkumar and Mareena Abraham

Introduction:

Introduction was justifying. Significance of the area under study mentioned clearly in Introduction. The line “My way is different” signifies an inimitable character of a product that should be innovated in such a way that could be in the mind of customers for longer period of time and which could sustain its life in this competitive world. Introduction was representative of the content in the paper.

Methodology:

Author has not mentioned objectives of the paper separately. Author studied various brands viz. 1. Aavin Milk, 2. Brooke Bond 3 Roses, 3. Nescafe, 4. Bru, 5. Colgate, 6. Nano Car. Author mentioned Importance of positioning in different brands. Author also suggested Ways to improve the Brand values in the market. The review of the literature is according to the demand of the study.

Presentation of Results:

Author's major findings were clearly presented. Results were organized in a way that were easy to understand. The main finding from the article is brand awareness and brand image influence the customers to buy the products. All the distinctive features of product make the brands more successful in the market, such as unique name, logo, reasonable price, good packaging, effective advertisements, differently thinking, etc.

Suggestions:

Sustainability of market positioning, Periodical evaluate market positioning, Frequently observe the change in customers taste and expectations, Quality and nature of competitors, etc. were the few suggestions given by the author.

Conclusion:

Companies should involve in such kinds of activities which are helpful in making a positive image of the brand, was the conclusion of the study.

References:

References mentioned were quite insufficient for the study. Add some more references.

Scientific Conduct:

There were no instances of plagiarism. Ideas and materials of others are correctly attributed.

SUMMARY OF ARTICLE

No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers	✓				
2.	Originally & Novelty of the ideas		✓			
3.	Importance of the proposed ideas	✓				
4.	Timelines	✓				
5.	Sufficient information to support the assertions made & conclusion drawn			✓		
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)		✓			
7.	References & Citation (Up-to-date, Appropriate Sufficient)	✓				

FUTURE RESEARCH SCOPE:

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