

24U256

(Pages: 2)

Name :

Reg. No :

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2025

(FYUGP)

CC24UCOM2MN108 - STRATEGIES FOR BRAND BUILDING

(B.Com. - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. In what ways can branding help reduce marketing expenses for a company? [Level:2] [CO1]
2. Why is it easier to roll out new products when a brand has strong recognition? [Level:2] [CO1]
3. What distinguishes the Income-based Approach from the other two approaches in terms of valuation? [Level:2] [CO1]
4. Why is customer perception important in shaping a brand's image? [Level:2] [CO2]
5. Why is personalization increasingly important in consumer behavior? [Level:2] [CO2]
6. Why should a company assess both internal and external factors in a SWOT analysis? [Level:2] [CO3]
7. Why might a business choose to use email marketing over traditional direct mail? [Level:4] [CO3]
8. Classify product on the basis of durability. [Level:2] [CO3]
9. How do brand associations influence consumer perceptions of a brand? [Level:2] [CO4]
10. What competitive advantage can a strong brand positioning provide to a company? [Level:2] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Explain the concept of a brand and its significance in marketing. How do corporate brands differ from product brands? [Level:2] [CO1]
12. Describe the major objectives of Brand Management. [Level:2] [CO1]
13. Compare the Howard-Sheth model and the Nicosia model of consumer behavior. [Level:2] [CO2]
14. Analyse the importance of market research in business decision-making. [Level:4] [CO3]
15. Discuss the challenges of maintaining brand authenticity in a digital world. [Level:2] [CO3]

16. How can brands manage crises effectively to protect their reputation and market position? [Level:4] [CO4]
17. How do brands use brand positioning and associations to create a strong identity in the minds of consumers? [Level:2] [CO4]
18. Analyse the components of Brand Equity. [Level:4] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

19. Examine the strategic brand management process in contributing to building and sustaining a strong brand. [Level:4] [CO3]
20. Evaluate the role of brand loyalty in consumer decision-making. How do the different types of brand loyalty influence purchasing behavior? [Level:5] [CO4]

(1 × 10 = 10 Marks)
