

**25U253**

(Pages: 2)

Name : .....

Reg. No : .....

**SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2026**

(FYUGP)

(Regular/Supplementary/Improvement)

**CC24UCOM2MN108 - STRATEGIES FOR BRAND BUILDING**

(Commerce - Minor Course)

(2024 Admission onwards)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

**Part A** (Short answer questions)

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

1. A positive brand value does not automatically equal positive brand equity.” Explain. [Level:2] [CO1]
2. How does a product differ from a brand? [Level:2] [CO1]
3. Explain Brand Management. [Level:2] [CO1]
4. How do cultural and regional differences affect consumer purchasing decisions? [Level:2] [CO2]
5. Why is customer perception important in shaping a brand’s image? [Level:2] [CO2]
6. How does advertising differ from publicity in terms of payment and communication style? [Level:2] [CO3]
7. What are the key differences between traditional in-person surveys and digital surveys in terms of their implementation and reach? [Level:2] [CO3]
8. Explain the concept of Benchmarking [Level:2] [CO3]
9. Elaborate the role of brand touchpoints in building brand associations? [Level:2] [CO4]
10. Discuss the concept of brand equity, and how does it add value to a brand? [Level:2] [CO4]

**(Ceiling: 24 Marks)**

**Part B** (Paragraph questions/Problem)

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

11. Consider two companies, one with a strong brand and another with a weak brand. [Level:3] [CO1]  
How would their marketing strategies differ?

- |                                                                                                                                          |                 |
|------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| 12. Explain the concept of a brand and its significance in marketing. How do corporate brands differ from product brands?                | [Level:2] [CO1] |
| 13. How would you apply contemporary consumer behaviour models to improve customer engagement and brand loyalty for an existing product? | [Level:2] [CO2] |
| 14. Analyze the role of Strategic Brand Management in helping companies differentiate themselves in a competitive market.                | [Level:4] [CO3] |
| 15. Examine various types of branding strategies used by companies.                                                                      | [Level:4] [CO3] |
| 16. How does brand positioning influence consumer purchasing decisions?                                                                  | [Level:4] [CO4] |
| 17. How does customer experience shape brand loyalty in the service industry?                                                            | [Level:5] [CO4] |
| 18. Describe the key components of effective brand communication?                                                                        | [Level:2] [CO4] |

**(Ceiling: 36 Marks)**

**Part C (Essay questions)**

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

- |                                                                            |                 |
|----------------------------------------------------------------------------|-----------------|
| 19. Analyse the scope of market research and assess its various types .    | [Level:4] [CO3] |
| 20. Evaluate how brand architecture helps in managing a brand effectively. | [Level:5] [CO4] |

**(1 × 10 = 10 Marks)**

\*\*\*\*\*