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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **Ph.D. Course Work End Term Examinations – JAN-FEB 2025** |
| **Date:** 30 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOC | **Program:** Ph.D. | |
| **Course Code:** COM836 | **Course Name:** Brand Management | |
| **Semester**: | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **20** | **20** | **30** | **30** |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 10 marks. 6Q x 10M=60Marks** | | | | |
| **1** | Mention few sources of brand equity. | **10 Marks** | **L2** | **CO2** |
| **2** | Illustrate at least five Steps of Strong Brand Building with examples**.** | **10 Marks** | **L2** | **CO1** |
| **3** | What are the key components of a brand? Explain with example | **10 Marks** | **L2** | **CO3** |
| **4** | How and when a company does reinforcement for their brands? Interpret with example to substantiate your answer. | **10 Marks** | **L3** | **CO4** |
| **5** | Briefly explain some of the opportunities for brands. | **10 Marks** | **L1** | **CO1** |
| **6** | Briefly explain Brand promise with a suitable example using two FMCG brands. | **10 Marks** | **L2** | **CO2** |

**Part B**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Answer the Questions. Each question carries 20 marks 2Q x 20 = 40 Marks** | | | | | |
| **7.** |  | Today, branding is much more than just naming a business. Nowadays, branding is a crucial component of any company's marketing strategy since it acts as the public face of the business. "Brands are created in the mind, but products are made in the factory," said branding pioneer Walter Landor. The process of branding is highly creative. Actually, the tactics that build brands are marketing segmentation and product differentiation. Before trying to influence a product category, every brand makes an effort to completely identify with it. Today's brands come in a variety of shapes, sizes, textures, and other distinctive features, depending on our tastes, likes, and conventions.  Identify and differentiate two appropriate examples for each phrase that highlight the tactics used by businesses to demonstrate brand revitalisation and reinforcement. | **20 Marks** | **L4** | **CO4** |
|  | | | | | |
| **8.** |  | According to a recent Accenture survey, a noteworthy 84% of C-suite executives think that using artificial intelligence (AI) is crucial to reaching company growth goals. Illustrate how to use AI in the digital age to improve brand messaging and content creation. | **20 Marks** | **L3** | **CO3** |

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