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# PRESIDENCY UNIVERSITY

## BENGALURU

### Mid - Term Examinations – October 2025

**Date:** 09-10-2025

**Time:** 11.45am to 01.15pm

|                             |                                      |                       |
|-----------------------------|--------------------------------------|-----------------------|
| <b>School:</b> SOC/SOM-UG   | <b>Program:</b> BBA                  |                       |
| <b>Course Code:</b> BBA3028 | <b>Course Name:</b> Brand management |                       |
| <b>Semester:</b> V          | <b>Max Marks:</b> 50                 | <b>Weightage:</b> 25% |

| <b>CO - Levels</b> | <b>CO1</b> | <b>CO2</b> | <b>CO3</b> | <b>CO4</b> | <b>CO5</b> |
|--------------------|------------|------------|------------|------------|------------|
| <b>Marks</b>       | <b>22</b>  | <b>28</b>  | -          | -          | -          |

#### Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

### Part A

**Answer ALL the Questions. Each question carries 2 marks.**

**5Q x 2M=10M**

|          |   |                |           |            |
|----------|---|----------------|-----------|------------|
| <b>1</b> | What is brand architecture?   | <b>2 Marks</b> | <b>L1</b> | <b>CO1</b> |
| <b>2</b> | Distinguish between brand and Product.  | <b>2 Marks</b> | <b>L2</b> | <b>CO2</b> |
| <b>3</b> | Mention few sources of brand equity.  | <b>2 Marks</b> | <b>L2</b> | <b>CO2</b> |
| <b>4</b> | Define Brand Differentiation.   | <b>2 Marks</b> | <b>L2</b> | <b>CO2</b> |
| <b>5</b> | Ratan Tata is an example of a successful Indian businessman. He is known for his humility, hard work, and vision. For example, he donated Rs. 500 Cr. to support the nation during a crisis. This is an example of which type of brand? | <b>2 Marks</b> | <b>L4</b> | <b>CO2</b> |

### Part B

**Answer ALL the Questions. Each question carries 10 marks.**

**4Q x 10M=40M**

|           |  |                 |           |            |
|-----------|--|-----------------|-----------|------------|
| <b>6.</b> | Describe brand positioning with example.                           | <b>10 Marks</b> | <b>L1</b> | <b>CO1</b> |
| <b>Or</b> |  |                 |           |            |
| <b>7.</b> | A marketing strategy must include brand experience since it allows | <b>10 Marks</b> | <b>L2</b> | <b>CO</b>  |

|  |  |  |  |   |
|--|--|--|--|---|
|  | companies to establish emotional bonds with their target consumer. Customer service, product design, packaging, and advertising are just a few of the touchpoints it includes. A satisfying brand experience can boost consumer advocacy, loyalty, and eventually sales. Marketers must concentrate on providing consistent, tailored interactions that satisfy their customers' changing wants and expectations in order to build a good brand experience. Categorize the various ways of brand experience. |  |  | 1 |
|--|--|--|--|---|

|           |   |          |    |      |
|-----------|---|----------|----|------|
| 8.        | When large businesses operate under multiple different brands, services and companies, a brand portfolio is used to encompass all these entities under one umbrella. However, for marketing purposes, a brand portfolio is used to group them all together. Brand portfolios are also used to lessen consumer confusion in regard to who owns particular brands. Explain the brand portfolio strategy.  | 10 Marks | L3 | CO 1 |
| <b>Or</b> |   |          |    |      |
| 9.        | Brands have a powerful influence on customer engagement, competition in the markets, and the management of a company. A strong master brand presence in the market differentiates a company's products from its competitors and creates brand affinity for a company's products or services. A brand is not a static entity but a dynamic and evolving one. A brand can change over time to adapt to new market conditions, customer preferences, competitive pressures, or strategic goals. Categorize the evolution of brand. | 10 Marks | L3 | CO 1 |

|           |   |          |    |      |
|-----------|---|----------|----|------|
| 10.       | You have launched one beauty product for example an aging cream, mention the steps and ways you are going to build the brand image and value of your product. Name your product explain the brand building process. | 10 Marks | L3 | CO 2 |
| <b>Or</b> |   |          |    |      |
| 11.       | There are different theories about how marketers can identify, measure and strengthen a company's brand, including the Aaker Brand Equity Model. Explain the Concept of Aaker model of Brand equity.                | 10 Marks | L2 | CO 2 |

|           |  |          |    |      |
|-----------|--|----------|----|------|
| 12.       | Brands convey a message that a product is more effective, easier to use, better tasting, cheaper, classier, hipper, or more environmentally sound than its competitors. Companies spend a significant amount of time and money developing and maintaining their brands, which is why there is a great deal of research and marketing involved. Once established, companies seek legal ways to protect their brands. Illustrate the Various types of brands and explain any two of them with example. | 10 Marks | L2 | CO 2 |
| <b>Or</b> |  |          |    |      |
| 13.       | Distinguish offline branding and online branding.  | 10 Marks | L2 | CO 2 |