Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 05-12-2025 **Time:** 01:00pm – 04:00pm

School: COMMON TO ALL SCHOOL	**Program:** COMMON TO ALL PROGRAM	
Course Code: BAJ3006	**Course Name:** Brand Management	
Semester: OE	**Max Marks**:100	**Weightage**:50%

CO - Levels	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Marks	**30**	**30**	**40**	**-**	**-**

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 5 marks. **6Q x 5M=30M**

1.	Explain the Branding Boom of the 1950s.	**5 Marks**	**L2**	**CO1**
2.	Explain Brand equity.	**5 Marks**	**L2**	**CO1**
3.	Inspect the factors influencing consumer behaviour.	**5 Marks**	**L4**	**CO2**
4.	Analyze brand extension and its core principles.	**5 Marks**	**L4**	**CO2**
5.	Identify the common metrics used for market segmentation.	**5 Marks**	**L3**	**CO3**
6.	Construct a hypothetical brand strategy for a shoe brand's market segmentation, targeting and positioning.	**5 Marks**	**L3**	**CO3**

Part B

Answer any 5 Questions. Each question carries 10 marks. **5Q x 10M=50M**

7.	Explain Brand lifecycle.	**10 Marks**	**L2**	**CO1**
8.	Compare Brand Equity and Brand Positioning.	**10 Marks**	**L2**	**CO1**
9.	Analyze the importance of Brand Storytelling.	**10 Marks**	**L4**	**CO2**
10.	Examine the importance of consistency in branding.	**10 Marks**	**L4**	**CO2**
11.	Identify the importance of cultural sensitivity in brand management.	**10 Marks**	**L3**	**CO3**
12.	Identify the key concepts of Brand Management in the Digital Ecosystem.	**10 Marks**	**L3**	**CO3**

Part C

Answer any 1 Question. Each question carries 20marks. **1Q x 20M=20M**

13.	Examine the different types of psychology-based associations in branding.	**20 Marks**	**L4**	**CO2**
14.	Identify the types of Market Targeting Strategies and make use of examples to explain them.	**20 Marks**	**L3**	**CO3**