Roll No: | | | | | | | | | | | |

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Mid Term Examinations - October 2026

Date: 06/10/2026 **Time:** 11:45 AM - 01:15 PM

Course Code: BAJ3006 **Course Name:** Brand Management

Semester: 3'5 Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	45	40

Part A: Answer Any 2 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Explain the importance of branding in today's world.	5	CO1	BT2
2	Outline the evolution of branding	5	CO1	BT1
3	Explain the idea of Brand Loyalty.	5	CO1	BT2

Part B: Answer Any 2 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
4	Discuss the stages of the brand lifecycle.	10	CO1	BT2
5	Describe the idea of Brand Value.	10	CO1	BT1
6	Differentiate between positive and negative brand equity with examples.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
7	A small cafe uses different logo, colours and fonts on its shop board, menu card and Instagram page. Apply the concepts of Brand Visual Identity and Brand Consistency to explain how the cafe can correct this and create one clear and professional look.	20	CO2	BT3
8	Pick any 2 popular brands of your choice. For each brand, develop 2 probable brand extensions using the concept of Brand Extension Stretch. Apply your understanding to justify why your suggested extensions are a good fit for the brand and what stretch risks the brand should keep in mind.	20	CO2	BT3