

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
MID TERM EXAMINATION - APR 2023**

Semester : Semester IV - 2022 - 23 - B. Design - 2021

Course Code : DES2081

Course Name : Sem IV - DES2081 - Brand Building In Design

Program : B. Design

Date : 13-APR-2023

Time : 2PM – 3.30PM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

(5 X 3 = 15M)

1. what you mean by "Brand Personality"? Explain any one Brands Personality as Example
(CO1) [Knowledge]
2. Brands are very importance to consumers, why? justify with your knowledge
(CO1) [Knowledge]
3. what you understand by the term Brand Core ?
(CO1) [Knowledge]
4. Differentiate Brand Vision and Mission with at least two example from the real world
(CO1) [Knowledge]
5. write short notes on Various Brand elements
(CO1) [Knowledge]

PART B

ANSWER THE FOLLOWING QUESTION

(1 X 15 = 15M)

6. How you Brand a Product? What are advantages of Branding a Product? Discuss with examples
(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

7. what is mean by Visual Identity and how it Helping in Brand Building ? Give a detailed explanation about different visual Identity elements in Brand Building with examples.

(CO3) [Application]

