

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

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

**Semester :** Semester IV - 2021

**Course Code :** DES3006

**Course Name :** Sem IV - DES3006 - Introduction to Branding and Brand Identity

**Program :** BDC

**Date :** 17-APR-2023

**Time :** 9:30AM - 11A

**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**

**(2 X 10 = 20M)**

1. What is branding strategy? Write five different types of branding strategies.  
(CO1) [Knowledge]
2. Define product branding and its importance? Why Should You Invest In Product Branding?  
(CO1) [Knowledge]

**PART B**

**ANSWER THE FOLLOWING QUESTION**

**(1 X 15 = 15M)**

3. Describe Brand Voice? Write how to define it for your Business. Give the conclusion.  
(CO1) [Comprehension]

**PART C**

**ANSWER THE FOLLOWING QUESTION**

**(1 X 15 = 15M)**

4. Why Is Brand Authenticity Important? Write the significance and definition. What are the advantages of brand authenticity?  
(CO1) [Application]