

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
END TERM EXAMINATION - JUN 2023**

Semester : Semester IV - 2021

Course Code : DES2081

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

Program : BSM

Date : 14-JUN-2023

Time : 1.00PM - 4.00PM

Max Marks : 100

Weightage : 50%

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

(3 X 10 = 30M)

1. What is mean by Integrated Branding?
(CO1) [Knowledge]
2. Discuss the advantage and dis advantages of Brand Extension
(CO1) [Knowledge]
3. What is the main difference between a Product and Brand ?
(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 20 = 40M)

4. Differentiate Marketing and Branding with examples.
(CO2) [Comprehension]
5. What is Mean by Brand Persona? explain with examples.
(CO3) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 30 = 30M)

6. Develop a one year Complete Brand strategy Plan for a Car Brand of your choice . Mention Quarter wise Details.
(CO4) [Application]