

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester IV - 2021

Course Code : DES3006

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

Program : BDC

Date : 22-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

(2 X 5 = 10M)

1. Write any five types of Branding Strategies ?

(CO2) [Knowledge]

2. Explain the Psychology of shapes in Logo?

(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 15 = 30M)

3. Write in detail any 6 (six) elements of Branding, and how to use them successfully?

(CO2) [Comprehension]

4. What is Emotional Branding? Write any 3 three benefits of Emotional Branding ?

(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 60 = 60M)

5. Submit and display your assignments for the Jury.

(CO3) [Application]