

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MEDIA STUDIES
MID TERM EXAMINATION - OCT 2023**

Semester : Semester V - 2021

Course Code : BAJ3006

Course Name : Sem V - BAJ3006 - Brand Management

Program : BAJ

Date : 31-OCT-2023

Time : 2:00PM - 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 2 = 10M)

1. Write any two brand name and Tagline/Slogan of same brand
(CO1) [Knowledge]
2. According to you which are **Strong Brands** give any five names ?
(CO1) [Knowledge]
3. What is **B2B markets** ?
(CO1) [Knowledge]
4. What is USP
(CO1) [Knowledge]
5. what SWOT Analysis, write in full form
(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. What is Apple Phone Unique Selling Proposition (USP): Identifying what sets the brand apart from competitors
(CO1) [Comprehension]
7. Premium Pricing: Strong brands can charge premium prices due to perceived quality and value. explain giving suitable example and explain premium brand
(CO1) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(1 X 20 = 20M)

8. Select a prominent Indian company any brand you like and conduct a detailed SWOT analysis. Identify the company's strengths, weaknesses, opportunities, and threats in the Indian market. Discuss the strategies that the company can adopt to leverage its strengths and address its weaknesses within the Indian context.

(CO2) [Application]