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PRESIDENCY UNIVERSITY BENGALURU

**SET-B**

SCHOOL OF DESIGN

**MAKE-UP EXAMINATION – JULY 2024**

**Semester :** Semester IV

**Course Code :** DES2081

**Course Name :** Brand Building In Design

**Program :** B. Design

**Date :** 01JULY 2024

**Time :** 9:30 AM - 12:30 PM

**Max Marks :** 100

**Weightage :** 50%

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Question paper consists of 3 parts.*
3. *Scientific and non-programmable calculator are permitted.*
4. *Do not write any information on the question paper other than Roll Number.*

**PART A**

**ANSWER ANY 5 QUESTIONS 5QX6M=30M**

* 1. How does a brand's voice differ from its personality?
  2. Give an example of a brand with a strong persona and explain why it is effective.
  3. How can a brand's personality enhance customer engagement?
  4. Why is consistency important in maintaining a brand’s persona?

(CO1) [Knowledge] (CO2) [Knowledge] (CO2) [Knowledge] (CO2) [Knowledge]

* 1. Explain one key responsibility of a brand strategist in designing promotional campaigns

(CO2) [Knowledge]

* 1. What is the significance of checking brand marketing deliverables?
  2. Why is it important for a brand strategist to analyze consumer behavior?

(CO2) [Knowledge] (CO2) [Knowledge]

**PART B**

**ANSWER ANY 2 QUESTIONS 2QX15M=30M**

* 1. Describe the key steps involved in designing promotional campaigns for new products or services.

(CO3) [Comprehension]

* 1. What are the challenges a brand strategist might face when working with the creative team, and how can they be overcome?

(CO3) [Comprehension]

* 1. What elements should be considered when planning a promotional campaign for a new product launch?

(CO3) [Comprehension]

**PART C**

**ANSWER ANY 2 QUESTIONS 2QX20M=40M**

* 1. Discuss the significance of the brand core, including purpose, vision, and values, in shaping a brand’s identity.

(CO4) [Application]

* 1. “Logos are going simple nowadays “– why Organizations going Minimalistic approach in these days? explain about any Two Brands who makes their LOGO Simple in Design
  2. What does integrated branding mean? Explain with details

(CO4) [Application] (CO4) [Application]