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PRESIDENCY UNIVERSITY BENGALURU

**SET-A**

SCHOOL OF DESIGN

**END TERM EXAMINATION – MAY/JUNE 2024**

**Semester :** Semester IV - 2022

**Course Code :** DES2081

**Course Name :** - Brand Building In Design

**Program :** B. Design

**Date :** June 10, 2024

**Time :** 1:00 PM - 4:00 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. Describe the significance of a brand's personality.
  2. What is the role of a tagline in a brand’s persona?
  3. What factors should be considered when developing a brand’s voice?
  4. How does a well-crafted tagline contribute to brand recognition?
  5. What are the benefits of conducting competitive research for brand strategy?
  6. How does communicating with the creative team enhance brand strategy?

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

* 1. Describe one aspect of designing promotional campaigns for new products/services.

(CO2) [Knowledge]

**PART B**

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

* 1. What methods can be used to analyze consumer behavior effectively?

(CO3) [Comprehension]

* 1. How do brand marketing deliverables contribute to a consistent brand message?

(CO3) [Comprehension]

* 1. How can a brand strategist use competitive research to enhance brand positioning?

(CO3) [Comprehension]

**PART C**

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

* 1. IKEA is No 1 Furniture Brand In the world, what is their Brand strategy of IKEA in India? Explain your thoughts

(CO4) [Application]

* 1. How Maggi - the famous Noodles, re Branded in India? Explain the concept of Rebranding

(CO4) [Application]

* 1. how to create brand strategy for a brand? explain in detail, provide examples to illustrate key concepts.

(CO4) [Application]