

QP Code: U25B045

Reg. No :

Name :

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

II SEMESTER (FYUGP) DEGREE EXAMINATION, MARCH 2025

B.A/B.Sc/B.Com/BSW

COM2MN108 : STRATEGIES FOR BRAND BUILDING

2024 Admission Onwards

(Credits: 4)

Time: 2 Hours

Maximum Marks: 70

Section A

*Answer **all**. Each question carries 3 Marks (Ceiling: 24 Marks)*

1. Describe the need for Brand value. [BTL2]
2. Define Benchmarking. [BTL1]
3. Expand the term SWOT. [BTL1]
4. Explain Range Extension. [BTL1]
5. Infer an example of brand personality. [BTL4]
6. Explain the term Word of Mouth Marketing. [BTL2]
7. Identify the meaning of softcore loyalty. [BTL3]
8. What is Brand Equity? [BTL2]
9. Develop any one brand positioning strategy. [BTL3]
10. Define Consumer Perception. [BTL1]

Section B

*Answer **all**. Each question carries 6 Marks (Ceiling: 36 Marks)*

11. Discuss the disadvantages of Global Branding. [BTL2]
12. How can we classify the various types of brand associations ? [BTL1]
13. Discuss the characteristics of each quadrant in the BCG matrix. [BTL4]
14. Describe how marketing mix creates brand loyalty among consumers. [BTL5]
15. Name the various key elements in brand architecture. [BTL1]
16. What is meant by brand strategy? Explain the types of brand strategy. [BTL2]
17. Enumerate the functions of branding. [BTL1]
18. Categorise and explain traditional marketing tools. [BTL2]

Turn Over

Section C

*Answer **any one**. Each question carries 10 Marks (1x10=10 Marks)*

19. Analyse the challenges in predicting consumer behaviour and identify the effective [BTL4]
methods to do so?
20. Write down the typical responsibilities of a brand manager. [BTL3]
