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| QP Code: <b>D 123029</b>   |   | Total Pages: <b>1</b> | Name:             |
|  |   |                       | Register No.      |
| <b>SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025</b>                  |   |                       |                   |
| <b>B.Com / B.Com Professional</b>  |   |                       |                   |
| <b>COM2MN108 / COP2MN108 :Strategies for Brand Building</b>                      |   |                       |                   |
| <b>2024 Admission onwards</b>  |   |                       |                   |
| Maximum Time :2 Hours  |   |                       | Maximum Marks :70 |
| <b>Section A</b>   |   |                       |                   |
| All Questions can be answered. Each Question carries 3 marks(Ceiling : 24 Marks) |   |                       |                   |
| 1  | What is brand awareness?  |                       |                   |
| 2  | Discuss the cognitive approach to consumer behavior.                          |                       |                   |
| 3  | How does the stimulus-response model explain consumer behavior?               |                       |                   |
| 4  | Discuss the importance of the black box model in consumer behavior analysis.  |                       |                   |
| 5  | Discuss the four Ps of the Marketing Mix                                      |                       |                   |
| 6  | What is the significance of BCG (Boston Consulting Group) Matrix ?            |                       |                   |
| 7  | Differentiate between internal and external factors in a SWOT analysis.       |                       |                   |
| 8  | Differentiate between process benchmarking and performance benchmarking.      |                       |                   |
| 9  | Discuss the importance of market research in branding strategy.               |                       |                   |
| 10   | What are the characteristics of brand equity ?                                |                       |                   |
| <b>Section B</b>   |   |                       |                   |
| All Questions can be answered. Each Question carries 6 marks(Ceiling : 36 Marks) |   |                       |                   |
| 11   | What are the different types of brands? Give examples                         |                       |                   |
| 12   | Discuss the role of branding in influencing consumer decisions.               |                       |                   |
| 13   | Discuss the financial brand value concept                                     |                       |                   |
| 14   | Explain the AIDA model and its relevance in marketing.                        |                       |                   |
| 15   | Explain the advantages of brand communication.                                |                       |                   |
| 16   | How does brand positioning help in differentiating products from competitors? |                       |                   |
| 17   | What are the requirements for effective brand communication?                  |                       |                   |
| 18   | Discuss the role of brand associations  |                       |                   |
| <b>Section C</b>   |   |                       |                   |
| Answer any ONE .Each Question carries 10 marks(1x10=10 Marks)                    |   |                       |                   |
| 19   | Explain the challenges in predicting consumer behavior                        |                       |                   |
| 20   | How to Build brand loyalty ? Explain  |                       |                   |