

QP Code: D141778		Total Page: 01	Name:
		Register No.	
SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2026			
ACCOUNTING AND FINANCE /COMMERCE			
COP2MN108 / COM2MN108: STRATEGIES FOR BRAND BUILDING			
2024 Admission onwards			
Maximum Time :2 Hours		Maximum Marks :70	
Section A			
All Questions can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)			
1	What is branding?		
2	What is a brand?		
3	What is consumer perception?		
4	What is selective perception?		
5	What is consumer behaviour?		
6	What is Promotion?		
7	What is Price?		
8	What is brand communication?		
9	What is brand loyalty?		
10	What is brand crisis?		
Section B			
All Questions can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)			
11	Explain the role of branding in marketing.		
12	Explain factors influencing consumer perception.		
13	Explain the stimulus-response model.		
14	Explain the economic model of consumer behavior.		
15	Explain the marketing mix concept.		
16	Explain strategic brand management.		
17	Explain brand communication and its benefits.		
18	Explain factors affecting brand loyalty.		
Section C			
Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)			
19	Describe brand management? What are its objectives? Also discuss the marketing advantage of strong brands.		
20	Explain in detail about BCG Matrix, SWOT Analysis and Benchmarking.		

QP Code: D141418		Total Pages: 1	Name:
		Register No.	
SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2026			
ACCOUNTING AND FINANCE / COMMERCE			
COP2MN108 / COM2MN108 Strategies for Brand Building			
2024 Admission onwards			
Maximum Time :2 Hours		Maximum Marks :70	
Section A			
All Questions can be answered. Each Question carries 3 marks(Ceiling : 24 Marks)			
1	What is a brand? Give examples		
2	What is brand equity?		
3	How do psychological factors impact consumer perception		
4	Define brand loyalty		
5	Describe the impact of cultural factors on consumer perception.		
6	How do social influences affect consumer perception?		
7	What is the importance of marketing mix?		
8	How SWOT analysis is useful for businesses?		
9	How does Benchmarking help businesses improve performance?		
10	Define Brand Crisis		
Section B			
All Questions can be answered. Each Question carries 6 marks(Ceiling : 36 Marks)			
11	Explain the characteristics of branding.		
12	What are the objectives of brand management?		
13	How does branding impact a company's competitive advantage?		
14	How does brand management influence customer perception?		
15	Describe the four quadrants of the BCG Matrix with suitable examples.		
16	Explain the importance of brand architecture in managing multiple brands.		
17	Explain how companies create a strong brand positioning		
18	What are the elements of brand communication ?		
Section C			
Answer any ONE .Each Question carries 10 marks(1x10=10 Marks)			
19	Explain the Models of Consumer Behavior		
20	Explain the factors affecting brand loyalty		

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SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025			
B.Com / B.Com Professional			
COM2MN108 / COP2MN108 :Strategies for Brand Building			
2024 Admission onwards			
Maximum Time :2 Hours			Maximum Marks :70
Section A			
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 ?		
Section 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		
Section C			
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		