

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.		