

Reg. No.:



Y7620

Name:

University of Kerala

Fourth Semester FYUGP Degree Examination, May 2026

Discipline Specific Elective

COMMERCE

UK4DSECOM204 - Brand Management

Academic Level: 200-299

2024 Admission

Time: 2 Hours(120 Mins)

Max. Marks: 56

**Part A. 6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each,
Answer all questions**

Qn No.	Question	CL	CO
1	The brand value chain links _____. Options : A)Production to distribution B)marketig activities to financial outcome C)labour to profit D)price to demand	RE	2
2	Consistency in brand elements helps to _____. Options : A)reduce competition B)strengthen brand recall and equity C)lower production cost D)avoid advertising	RE	3
3	Brand equity contributes to brand valuation by _____. Options : A)Increasing perceived value among customers B)Reducing employees workload C)Lowering production cost only D)Eliminating competition	UN	4
4	Which statement best explains the concept of brand identity? Options : A)The financial value of a brand B)The way consumers perceive a brand C)The way a company wants the brand to be perceived D)The market share of a brand	UN	1
5	Which of the following best explains the role of brand elements? Options : A)To increase production efficiency B)To identify and differentiate the brand C)To reduce product cost D)To manage employees	UN	3
6	What does Incorrect brand positioning may lead to ?	UN	2

Qn No.	Question	CL	CO
	Options : A)Increased loyalty B)Consumer confusion C)Higher profits D)Better recall		

Part B. 10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Identify the meaning of brand valuation.	UN	4
8	State how brand identity elements influence the formation of brand image.	UN	1
9	Apply the risks associated with incorrect brand positioning in a competitive market.	AP	2
10	Present the role of brand personality in differentiating similar products.	AP	3
11	Present the features of brand standardization.	AP	1

Part C. 16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

Qn No.	Question	CL	CO
12	A) Show the significance of branding in differentiating commodities. OR B) Write the differences between Brand Image and Brand Identity with examples.	AP	1, 1
13	A) A fintech startup is rebranding to reflect sustainability and trust. Apply Brand Personality and Corporate Branding Trends to recommend how the company can reflect these traits in its communication and design. OR B) Write the current trends in corporate branding.	AP	5, 5
14	A) Analyze the impact of misaligned positioning on consumer perception and brand performance.	AN	2, 2

Qn No.	Question	CL	CO
	OR B) Analyze the role of Brand Positioning in achieving competitive advantage.		
15	A) Analyze the effectiveness of advertising and sales promotion in a brand marketing program. OR B) Analyze how brand elements (logos, symbols, slogans) contribute to building brand equity.	AN	3, 3

Part D. 24 Marks. Time: 60 Minutes. (Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each. Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Analyze the role of brand personality in shaping consumer buying behavior. OR B) Analyze the relationship between brand personality, brand dynamics, and brand valuation in determining overall brand success.	AN	4, 4
17	A) Evaluate the effectiveness of brand alliances and channel strategies in enhancing brand reach and performance with their potential limitations. OR B) Assess whether strong brand elements alone are sufficient to build lasting brand equity.	EV	3, 3
18	A) Justify the trade-off between functional positioning and emotional positioning in building long-term brand equity. OR B) Critically evaluate the methods of brand positioning with examples of Indian brands.	EV	2, 2
19	A) Develop some major branding strategy for a new product launch.	CR	1, 1

Qn No.	Question	CL	CO
	OR B) Design a strategic plan to rebuild a brand that has lost credibility due to inconsistent brand messaging across regions.		