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Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD (now MoE)
Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4, category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – May 2025
VI Semester

Class : III UG
Major : BBA Retail Management

Time : 3 Hours
Max. Marks: 100

21BREC29 Mall and Brand Management

Course Outcomes:

- CO1: Apply the knowledge of brand and mall management concept in consumer market
CO2: Evaluate how different aspects of the environment influence brand and mall management strategies.
CO3: Identify the issues in brand and mall management
CO4: Use digital technology in mall management for the development of retail business.
CO5: Establish and sustain brands successfully and lead to extensions through Malls.

Part A

10 x 1 = 10

Choose the Correct Answer

1. Which of the following is NOT a key function of branding? CO1K1
 - a. Differentiating products
 - b. Increasing production costs
 - c. Building brand loyalty
 - d. Enhancing brand value
2. What is the primary goal of a brand loyalty program? CO1K2
 - a. Increase brand awareness
 - b. Reward repeat customers
 - c. Attract new customers
 - d. All of the above
3. Which of the following is NOT a key component of brand equity? CO2K2
 - a. Brand awareness
 - b. Brand loyalty
 - c. Brand performance
 - d. Brand personality
4. What is the primary purpose of mall architecture? CO1K2
 - a. To create a visually appealing space
 - b. To ensure efficient movement of people
 - c. To showcase the stores
 - d. All of the above
5. What is the most important factor in successful mall management? CO1K2
 - a. Tenant mix planning
 - b. Marketing and promotions
 - c. Security and safety
 - d. Facilities management
6. Which of the following is NOT a type of brand? CO2K1
 - a. Product brand
 - b. Service brand
 - c. Personal brand
 - d. Consumer brand
7. What is the purpose of brand extension? CO3K3
 - a. To increase brand awareness
 - b. To enter new markets
 - c. To revitalize an existing brand
 - d. All of the above
8. How is brand performance typically measured? CO3K3
 - a. Brand awareness surveys
 - b. Sales data
 - c. Customer satisfaction surveys
 - d. All of the above
9. What are the key factors that drive the growth and future trends of malls? CO4K4
 - a. Changing consumer behavior
 - b. Technological advancements
 - c. Economic conditions
 - d. All of the above
10. How does digital technology enhance mall management? CO5K5
 - a. Improving customer experience
 - b. Enhancing security
 - c. Streamlining operation
 - d. All of the above

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. Define "brand equity" and list its key components. Explain how brand equity can be measured. CO1K1
- (or)
- 11.b. Explain the concept of brand extension. Discuss the factors that influence the success or failure of a brand extension strategy. CO1K2

- 12.a. You are the brand manager for a new line of organic skincare products. Outline a brand communication strategy to launch the product and build brand awareness among target consumers. CO3K3
- (or)
- 12.b. Analyze the competitive landscape of a major shopping mall in your city. Identify its strengths, weaknesses, opportunities, and threats. CO3K3
- 13.a. Design a new loyalty program for a retail chain that focuses on building long-term Customer relationships and increasing customer lifetime value. CO4K4
- (or)
- 13.b. Evaluate the effectiveness of a recent marketing campaign for a popular fast-food chain. Discuss the campaign's strengths and weaknesses, and suggest improvements for future campaigns. CO3K2
- 14.a. What are the different types of brands? Provide examples of each type. CO4K4
- (or)
- 14.b. Explain the role of brand ambassadors in building brand awareness and loyalty. CO5K1
- 15.a. Develop a plan for a mall-wide event to attract new customers and increase foot traffic during the holiday season. CO5K1
- (or)
- 15.b. Analyze the impact of e-commerce on the traditional mall industry. Discuss the challenges and opportunities that malls face in the digital age. CO5K1

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 16.a. Define "brand" and discuss its significance in today's competitive market. Explain the different types of brands with suitable examples. CO4K2
- (or)
- 16.b. Explain the concept of brand equity and its key components. Discuss how brand equity can be built and maintained. CO2K3
- 17.a. You are tasked with launching a new line of eco-friendly clothing. Outline a comprehensive branding strategy that includes target audience identification, brand positioning, and communication channels. CO2K2
- (or)
- 17.b. Analyze the factors that contribute to the success or failure of brand extensions CO3K2
- 18.a. Design a new loyalty program for a retail chain that focuses on building long-term customer relationships and increasing customer lifetime value. CO4K3
- (or)
- 18.b. Evaluate the impact of social media on brand building. Discuss the advantages and disadvantages of using social media platforms for brand promotion. CO4K4
- 19.a. Define "mall" and discuss its evolution from traditional shopping centers. Explain the different types of malls with examples. CO2K3
- (or)
- 19.b. Explain the importance of tenant mix planning in mall management. Discuss the factors that influence the selection of tenants for a successful mall. CO4K2
- 20.a. Develop a marketing plan for a mall to attract new customers and increase foot traffic during the off-season. CO3K4
- (or)
20. b. Analyze the challenges and opportunities facing the mall industry in the digital age. Discuss how malls can adapt and thrive in the changing retail landscape. CO5K2