



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

Continuous Internal Assessment Test II – APRIL 2025
VI SEMESTER

Class: III UG

Major: BBA (RM)

Time: 2 hours

Maximum Marks: 60

21BREC29 Mall and Brand Management

Course Outcomes:

CO1: Familiarize the methods of planning and execution of brand and mall management strategies.

CO2: Impart knowledge of brand and mall management concepts from the consumers point of view.

CO3: Enumerate the issues in brand and mall management.

CO4: Elucidate the usage of Digital Technology in mall management.

CO5: Impart the skills necessary for brand and mall management.

Part-A

6x1=6

Choose the correct answer

1. According to the provided information, what does brand equity represent? CO3K1
 - a. Cost of producing a product
 - b. The value a brand adds to a product or service.
 - c. The number of employees
 - d. The company's annual revenue.
2. What is the primary purpose of consistent messaging across all channels in brand equity management? CO3K2
 - a. To increase production efficiency.
 - b. To reduce customer service inquiries.
 - c. To build brand awareness.
 - d. To lower advertising costs.
3. Malls resembling a traditional main street is _____. CO4K1
 - a. Regional
 - b. Super-regional
 - c. Outlet
 - d. Lifestyle Centers
4. This zone includes movie theaters, gaming, arcades and event spaces. CO4K2
 - a. Retail
 - b. Entertainment
 - c. Dining
 - d. Relaxation
5. Large stores like department stores, supermarkets, or big-box retailers represent _____ tenants. CO5K2
 - a. Anchor
 - b. Inline
 - c. Restaurants
 - d. Entertainment
6. Identify the marketing efforts that helps in reshaping mall management CO5K2
 - a. Brand Perception
 - b. Brand performance
 - c. Digital technology
 - d. Brand Awareness

Part- B

3x6=18

Answer ALL Questions

Each answer should not exceed 400 words or two pages

7. a. Discuss the opportunities in Brand Equity Measurement. CO3K2

(or)

b. Highlight the challenges faced by Brand Leverage. CO3K2
8. a. Explain the key elements of Mall architecture. CO4K2

(or)

b. Discuss the trends in Mall architecture. CO4K2
9. a. Explain the key elements in Lease management. CO5K2

(or)

b. Explain the components of Utilities management. CO5K1

Part-C

3x12=36

Answer ALL questions

Each answer should not exceed 800 words or four pages

10. a. Explain in detail brand performance. CO3K2

(or)

b. Explain the Genesis of Malls. CO4K2
11. a. Discuss the stages of Mall project. CO4K2

(or)

b. Explain the security aspects in mall management. CO5K2
12. a. Discuss the marketing strategies and facilities in mall. CO5K2

(or)

b. Discuss the reshaping of mall using digital technology. CO5K2
