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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 Arrear Examination – November 2025

VI Semester

Batch : 2022 Arrear
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 concepts 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. Identify the process that creates a distinct identity for a product, service, or company in the minds of consumers. CO1K1
 - a. Branding
 - b. Customer retention
 - c. Creating identity
 - d. Promise of value
2. The value a brand holds in the marketplace due to its recognition, reputation, and customer loyalty. CO1K1
 - a. Brand Image
 - b. Brand Promise
 - c. Brand Equity
 - d. Brand Loyalty
3. Identify the program designed to build emotional connections with the brand by delivering exclusive access to events, personalized services, or curated activities. CO2K1
 - a. Experiential programs
 - b. Tiered loyalty programs
 - c. Points-based programs
 - d. Brand Promotion programs
4. The practice of using an established brand name to launch a new product or service in a related or entirely different category is mentioned as _____. CO2K2
 - a. Brand extension
 - b. Branding
 - c. Brand promotion
 - d. Brand loyalty
5. This refers to how well a brand meets its objectives, resonates with its target audience, and sustains market relevance. CO3K2
 - a. Customer Loyalty
 - b. Brand Awareness
 - c. Brand Perception
 - d. Brand performance
6. Measuring _____ is essential for understanding the value a brand adds to a product or service and for guiding strategic decisions. CO3K2
 - a. Brand Perception
 - b. Brand performance
 - c. Brand equity
 - d. Brand Awareness
7. Malls resembling a traditional main street is _____. CO4K1
 - a. Regional
 - b. Super-regional
 - c. Outlet
 - d. Lifestyle Centres
8. This zone includes movie theatres, gaming, arcades and event spaces. CO4K2
 - a. Retail
 - b. Entertainment
 - c. Dining
 - d. Relaxation
9. Large stores like department stores, supermarkets, or big-box retailers represent _____ tenants. CO5K2
 - a. Anchor
 - b. Inline
 - c. Restaurants
 - d. Entertainment
10. Identify the marketing efforts that help in reshaping mall management. CO5K2
 - a. Brand Perception
 - b. Brand performance
 - c. Digital technology
 - d. Brand Awareness

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

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|---|-------|
| 11.b. Explain the various functions of Branding. | CO1K2 |
| 12.a. List out in brief the brand promotion methods and its applications.
(Or) | CO2K2 |
| 12.b. Write a note on Brand Ambassadors and Celebrities. | CO2K2 |
| 13.a. Explain the Strategies to address the Challenges and Leverage Opportunities
in Brand Equity Management in brief.
(Or) | CO3K2 |
| 13.b. Explain Brand performance and Brand audit that ensures a brand's success in the
market in brief. | CO3K2 |
| 14.a. List the the key elements of Mall architecture and its importance in the digital era.
(Or) | CO4K2 |
| 14.b. Discuss the trends in Mall architecture. | CO4K2 |
| 15.a. List out the key elements in Lease management.
(Or) | CO5K2 |
| 15.b. Discuss the components of Utilities management in brief. | CO5K2 |

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

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|---|-------|
| 16.a. Discuss the types of brands in detail with example.
(Or) | CO1K2 |
| 16.b. Explain the strategies of branding in detail. | CO1K2 |
| 17.a. Discuss the brand loyalty programs in detail.
(Or) | CO2K2 |
| 17.b. Explain the practices and strategies to encourage brand adoption. | CO2K2 |
| 18.a. Explain in detail brand performance and its applications.
(Or) | CO3K2 |
| 18.b. Explain the Genesis of Malls and its applications. | CO4K4 |
| 19.a. Discuss the stages of Mall project with example.
(Or) | CO4K2 |
| 19.b. Explain the security aspects in mall management with example. | CO5K2 |
| 20.a. Discuss the marketing strategies and facilities in mall to cater Gen Z.
(Or) | CO5K2 |
| 20.b. Explain the strategies to reshape the mall using digital technology. | CO5K2 |
