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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

Continuous Internal Assessment Test I – FEBRUARY 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

Choose the correct answer 6x1=6

1. The process that creates a distinct identity for a product, service, or company among 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

Part- B

Answer ALL Questions 3x6=18

Each answer should not exceed 400 words or two pages

7. a. Discuss the significance of Brand. (or) CO1K2
b. Explain the various functions of Branding. CO1K1
8. a. Explain the brand promotion methods. (or) CO2K1
b. Give notes on Brand Ambassadors and Celebrities. CO2K1
9. a. Strategies to Address the Challenges and Leverage Opportunities in Brand Equity Management. (or) CO3K1
b. Explain Brand performance and Brand audit that ensures a brand's success in the market. CO3K1

Part-C

Answer ALL questions 3x12=36

Each answer should not exceed 800 words or four pages

10. a. Discuss the types of brands. (or) CO1K2
b. Explain the strategies of branding. CO1K1
11. a. Discuss the brand loyalty programs in detail. (or) CO2K2
b. Explain the practices and strategies to encourage brand adoption. CO2K1
12. a. Discuss the challenges faced in Brand equity measurement. (or) CO3K2
b. Discuss the opportunities in Brand equity measurement. CO3K2
