

**ST.JOSEPH’S UNIVERSITY, BENGALURU -27**

**B.A. VISUAL COMMUNICATION – II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in May 2023)**

**VC 2121: Branding**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 60**

**This paper contains ONE printed page and TWO parts**

1. **Explain any FIVE of the following topics in about 150 words each.         (5X6 = 30)**
2. Brand Identity and visual identity
3. Demographic and behavioural segmentation
4. Signage and its functions
5. Disruptive brand and conscious brand
6. Abstract and pictorial marks logo
7. Personal and product branding
8. Brand Positioning and brand Image
9. **Answer any THREE of the following questions in about 300 words each. (3X10=30)**
10. Discuss the principles of effective web design? How are technology and the internet affecting brands and their visual identity?
11. What is packaging? What are the essentials of a good package?
12. What are brand elements? Think of a brand and critically analyse its brand elements and how they are used in establishing brand values.
13. What is product design? Describe the factors affecting the product design.
14. What is rebranding? What are the opportunities and challenges of rebranding?