



# SASURIE COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi. Affiliated to Anna University, Chennai

Near NH544, Coimbatore Bypass, Near Vijayamangalam Tollgate, Tirupur 638056

## NAAC DOCUMENTS

### QUALITY INDICATOR FRAME WORK

#### CRITERION - 1

#### CURRICULAR ASPECTS

SUBMITTED BY

# IQAC

INTERNAL QUALITY ASSURANCE CELL

### SASURIE COLLEGE OF ENGINEERING





**1.2 Academic Flexibility(30)**

**1.2.1 Number of Certificate/Value added courses offered and online courses of MOOCs, SWAYAM, NPTEL etc. (where the students of the institution have enrolled and successfully completed during the last five years)**

**AND**

**1.2.2 Percentage of students enrolled in Certificate/ Value added courses and also completed online courses of MOOCs, SWAYAM, NPTEL etc. as against the total number of students during the last five years**

<b>VAC Title:</b>	<b>Brand Management and Customer Experience</b>				
<b>Resource Person:</b>	Mr.Solai raj.K Partner Sri Gayathri Traders Tirupur-641602		Mr.Ravi.K Manager Sri Gayathri Traders Tiruppur-641602		
<b>Date of conduct from:</b>	<b>26.04.2021</b>	<b>To:</b>	<b>30.04.2021</b>	<b>Duration:</b>	<b>30Hours</b>
<b>Organized Department:</b>	<b>MBA</b>				
<b>Participant Year:</b>	<b>II</b>	<b>Semester:</b>	<b>EVEN</b>	<b>No. of Students Registered:</b>	<b>20</b>
<b>Venue:</b>	<b>Lecture Hall II year MBA</b>				

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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Ref. SCE / MBA / Students / VAC / 2020 – 2021 / EVEN

19.04.2021

CIRCULAR

In order to bridge the curricular gap between the Academic Syllabus and Industry requirements, Department of Master Of Business Administration and IQAC of our Institution in association with Sri.Gayathri Traders, is organizing a Value Added Course (VAC) for the students of I and II year of MBA on the title "Brand Management and Customer Experience" from 26.04.2021 to 30.04.2021. At the end of the VAC, course completion certificates will be issued to the eligible participants as per the following norms.

- Students, who are securing more than 70% on total score in the VAC test and secured more than 75% in VAC attendance is eligible to receive the course completion certificate for the VAC attended.


<b>Resource Person Details</b>	Mr.Solai Raj.K, Partner, Sri.Gayathri Traders, Tiruppur-641602.	Mr.Ravi.K, Manager, Sri Gayathri Traders, Tiruppur-641602.
<b>Venue</b>	Online Gmeet link - " <a href="https://meet.google.com/mzz-unkv-wvg">https://meet.google.com/mzz-unkv-wvg</a> "	

  
HoD/MBA

  
PRINCIPAL

Copy to:

1. Chairman & Secretary for information
2. Principal office
3. IQAC Co-Ordinator
4. Class In charges – I & II-MBA
5. I & II-MBA Students
6. MBA Notice Board
7. Department File

  
Dr.M.VIJAYAKUMAR M.E., Ph.D.,  
PRINCIPAL  
SASURIE COLLEGE OF ENGINEERING,  
Vijayamangalam - 638 006, Tirupur (Dt).

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Ref: SCE / MBA / Students / VAC / 2020 2021 / EVEN

19.04.2021

**SYLLABUS - VALUE ADDED COURSE**

**“Brand Management and Customer Experience”**

From 26.04.2021 to 30.04.2021 (5 days)

**Duration : 30 Hours**

**Academic Year : 2020 -2021 /EVEN**

S.No.	Topics Covered	Duration (In Hours)	Date
1	Introduction to Brand Management	3	26.04.2021
2	Brand Identity and Positioning	3	26.04.2021
3	Customer Journey Mapping	3	27.04.2021
4	Brand Communication Strategies	3	27.04.2021
5	Brand Equity and Valuation	3	28.04.2021
6	Customer Engagement and Loyalty Programs	3	28.04.2021
7	Digital Marketing and Social Media in Brand Management	3	29.04.2021
8	Brand Crisis Management	3	29.04.2021
9	Measuring Customer Satisfaction and Feedback	3	30.04.2021
10	Global Brand Management	3	30.04.2021
<b>Total Hours</b>		<b>30</b>	-



After successful completion of 30 Hours VAC, the assessment test for the VAC titled “Brand Management and Customer Experience” will be conducted on 30.04.2021.



VAC Coordinator



HoD/MBA

  
**Dr.M.VIJAYAKUMAR ME., Ph.D.,**  
PRINCIPAL  
 **SASURIE COLLEGE OF ENGINEERING,**  
Vijayamangalam - 638 056, Tirupur (Dt).

**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

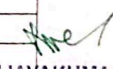
**ASSESSMENT SHEET - VALUE ADDED COURSE**  
**“Brand Management and Customer Experience”**

From 26.04.2021 to 30.04.2021 (5 days)

Duration : 30 Hours

Academic Year : 2020 -2021/ EVEN


S.No	Reg No.	Name of the Student	Year/ Branch	Attendance Details		VAC-MCQ TEST		OVERALL Score (100) (50% of A + 50% of B)
				No. of Hours Attended	Attendance Score (100) (A)	No. of Correct Answers	MCQ Score (100) (B)	
1.	732419631001	BAVADHARANI K	II/MBA	30	100	19	76	88
2.	732419631002	DURGADEVI S	II/MBA	27	90	19	76	83
3.	732419631004	KAVIRAJ D	II/MBA	24	80	21	84	82
4.	732419631005	MAHES KUMAR M	II/MBA	30	100	18	72	86
5.	732419631006	MALINIPRIYA P J	II/MBA	24	80	20	80	80
6.	732419631007	MANIKANDAN B	II/MBA	30	100	19	76	88
7.	732419631008	MANIMEGALAI K	II/MBA	30	100	19	76	88
8.	732419631009	MEGALA V	II/MBA	30	100	18	72	86
9.	732419631010	MONIKA D	II/MBA	27	90	19	76	83
10.	732419631012	NUVETHA M	II/MBA	30	100	19	76	88
11.	732419631013	POONGODI G	II/MBA	24	80	20	80	80
12.	732419631014	PRADEEPKUMAR S	II/MBA	30	100	19	76	88
13.	732419631017	RAHULKRISHNA R	II/MBA	24	80	21	84	82

  
**Dr. M. VIJAYAKUMAR** M.E., Ph.D.,  
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 SASURIE COLLEGE OF ENGINEERING,  
 Vijayamangalam - 633 055, Tirupur (Dt).

**ASSESSMENT SHEET - VALUE ADDED COURSE**

S.No	Reg No.	Name of the Student	Year/ Branch	Attendance Details		VAC-MCQ TEST		OVERALL Score (100) (50% of A + 50% of B)
				No. of Hours Attended	Attendance Score (100) (A)	No. of Correct Answers	MCQ Score (100) (B)	
14.	732419631018	RANJITHA S	II/MBA	27	90	19	76	83
15.	732419631019	SANJEEVRAJ R	II/MBA	30	100	20	80	90
16.	732419631020	SARATH S	II/MBA	24	80	21	84	82
17.	732419631021	SATHISH KUMAR S	II/MBA	27	90	18	72	81
18.	732419631022	SAVITHA T	II/MBA	30	100	21	84	92
19.	732419631024	SRIRAMKUMAR V	II/MBA	27	90	19	76	83
20.	732419631026	SWATHI C	II/MBA	30	100	19	76	88

  
 VAC Coordinator

  
**Dr. M. VIJAYAKUMAR** M.E., Ph.D.,  
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 SASURIE COLLEGE OF ENGINEERING,  
 Vijayamangalam - 638 058, Tirupur (D).

  
 HOD/MBA

**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

**STUDENTS ATTENDANCE LIST - VALUE ADDED COURSE**

**“Brand Management and Customer Experience”**

From 26.04.2021 to 30.04.2021 (5 days)

Duration : 30 Hours

Academic Year : 2020 -2021/ EVEN

S.No	Reg No.	Name of the Student	Year/ Branch	26.04.2021		27.04.2021		28.04.2021		29.04.2021		30.04.2021		No. of Hours Attended
				FN	AN	FN	AN	FN	AN	FN	AN	FN	AN	
1.	732419631001	BAVADHARANI K .	II/MBA	1	1	1	1	1	1	1	1	1	1	30
2.	732419631002	DURGADEVI S	II/MBA	1	1	a	1	1	1	1	1	1	1	27
3.	732419631004	KAVIRAJ D	II/MBA	1	1	1	1	1	a	1	a	1	1	24
4.	732419631005	MAHES KUMAR M	II/MBA	1	1	1	1	1	1	1	1	1	1	30
5.	732419631006	MALINIPRIYA P J	II/MBA	1	1	1	a	1	1	a	1	1	1	24
6.	732419631007	MANIKANDAN B	II/MBA	1	1	1	1	1	1	1	1	1	1	30
7.	732419631008	MANMEGALAI K	II/MBA	1	1	1	1	1	1	1	1	1	1	30
8.	732419631009	MEGALA V	II/MBA	1	1	1	1	1	1	1	1	1	1	30
9.	732419631010	MONIKA D	II/MBA	1	1	a	1	1	1	1	1	1	1	27
10.	732419631012	NUVETHA M	II/MBA	1	1	1	1	1	1	1	1	1	1	30
11.	732419631013	POONGODI G	II/MBA	1	1	1	1	1	1	a	a	1	1	24
12.	732419631014	PRADEEPKUMAR S	II/MBA	1	1	1	1	1	1	1	1	1	1	30
13.	732419631017	RAHULKRIISHNA R	II/MBA	1	1	1	1	a	a	1	1	1	1	24

Dr.M.VIJAYAKUMAR ME., Ph.D.  
PRINCIPAL



SASURIE COLLEGE OF ENGINEERING.  
Vijayamangalam - 633 050, Tiruppur (Dt).

**STUDENTS ATTENDANCE LIST - VALUE ADDED COURSE**

S.No	Reg No.	Name of the Student	Year/ Branch	26.04.2021		27.04.2021		28.04.2021		29.04.2021		30.04.2021		No. of Hours Attended
				FN	AN	FN	AN	FN	AN	FN	AN	FN	AN	
14.	732419631018	RANJITHA S	II/MBA	/	/	a	/	/	/	/	/	/	/	27
15	732419631019	SANJEEVRAJ R	II/MBA	/	/	/	/	/	/	/	/	/	/	30
16	732419631020	SARATH S	II/MBA	/	/	/	/	/	/	a	a	/	/	24
17.	732419631021	SATHISH KUMAR S	II/MBA	/	/	/	a	/	/	/	/	/	/	27
18	732419631022	SAVITHA T	II/MBA	/	/	/	/	/	/	/	/	/	/	30
19	732419631024	SRIRAMKUMAR V	II/MBA	/	/	/	a	/	/	/	/	/	/	27
20	732419631026	SWATHI C	II/MBA	/	/	/	/	/	/	/	/	/	/	30

  
VAC Coordinator




  
**Dr.M.VIJAYAKUMAR** M.E., Ph.D.,  
 PRINCIPAL  

**SASURIE COLLEGE OF ENGINEERING.**  
 Vijayamangalam - 633 050, Tirunelveli

  
HoD/MBA



**Report on Value Added Course**

Title:	Brand Management and Customer Experience				
Resource Person:	Mr.Solai Raj.K, Partner, Sri.Gayathri Traders, Tiruppur-641602.	Mr.Ravi.K, Manager, Sri.Gayathri Traders, Tiruppur-641602.			
Date of conduct from :	26.04.2021	To:	30.04.2021	Duration:	30 Hours
Organized by :	MASTER OF BUSINESS ADMINISTRATION and IQAC in association with Sri.Gayathri Traders				
Academic Year:	2020 – 2021		Semester:	EVEN	
Participant Year:	I & II Year MBA		No. of Students Participated :	20	
Venue:	Online Gmeet link - “https://meet.google.com/mzz-unkv-wvg”				
<b>Outcome of Value Added Course (VAC)</b>					
At the end of the Course, Students can be able to					
<ul style="list-style-type: none"> <li>• Articulate the key principles, theories, and historical evolution of brand management.</li> <li>• Develop and execute cohesive brand communication strategies across multiple channels, integrating digital and traditional approaches.</li> <li>• Measure, assess, and enhance brand equity over time, employing various tools and methodologies.</li> <li>• Identify potential crises, develop crisis response plans, and navigate the process of rebuilding trust post-crisis.</li> <li>• Demonstrate cultural sensitivity, and adapt strategies to ensure brand consistency globally.</li> </ul>					
<b>Assessment Process</b>					
<ul style="list-style-type: none"> <li>• Students, who are securing <b>more than 70% on total score in the VAC test</b> and secured more than 75% in VAC attendance is eligible to receive the course completion certificate for the VAC attended</li> <li>• Total Score = (0.5 *Attendance in VAC out of 100 percentage + 0.5 *Test mark in VAC out of 100 marks)</li> </ul>					
No. of students successfully completed the VAC course is <u>20 Students</u> based on the above assessment process.					
 VAC Co-ordinator		 HoD/ MBA		 Principal	


  
**Dr.M.VIJAYAKUMAR** M.E., Ph.D.,  
 PRINCIPAL  
 SASURIE COLLEGE OF ENGINEERING,  
 Vijayamangalam - 638 056, Tirupur (Dt).



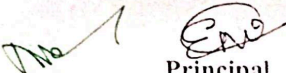
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION


**Certificate of Participation**

This is to certify that Mr./Ms..... **KAVIRAJ D, II MBA**..... has successfully completed the Value Added Course titled "Brand Management and Customer Experience" Organized by the *Department of Master of Business Administration* in association with IQAC of Sasurie College of Engineering and Sri Gayathri Traders from 26-04-2021 to 30-04-2021 (5 Days).

  
Co-ordinator

  
Head of the Department

  
Principal

 **Dr.M.VIJAYAKUMAR** M.E., Ph.D.,  
PRINCIPAL  
SASURIE COLLEGE OF ENGINEERING,  
Vijayamangalam - 613 022, Tiruppur (Dt)



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

**Certificate of Participation**

This is to certify that Mr./Ms.....**SANJEEVRAJ R, II MBA**..... has successfully completed the Value Added Course titled “**Brand Management and Customer Experience**” Organized by the *Department of Master of Business Administration* in association with IQAC of Sasurie College of Engineering and Sri Gayathri Traders from 26-04-2021 to 30-04-2021 (5 Days).

  
Co-ordinator

  
Head of the Department

  
Principal

  
Dr.M.VIJAYAKUMAR M.E., Ph.D.,  
PRINCIPAL  
SASURIE COLLEGE OF ENGINEERING,  
Vijayamangalam - 633 059, Tirupur (TN).



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Certificate of Participation

This is to certify that Mr./Ms ..... SAVITHA T, II MBA ..... has successfully completed the Value Added Course titled "Brand Management and Customer Experience" Organized by the *Department of Master of Business Administration* in association with IQAC of Sasurie College of Engineering and Sri Gayathri Traders from 26-04-2021 to 30-04-2021 (5 Days).

Co-ordinator

Head of the Department

Dr.M.VIJAYAKUMAR, Principal

SASURIE COLLEGE OF ENGINEERING,


Vijayamangalam, Tiruppur



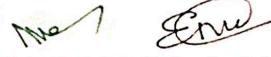
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

**Certificate of Participation**

This is to certify that Mr./Ms ..... **SATHISH KUMAR S, II MBA** ..... has successfully completed the Value Added Course titled "Brand Management and Customer Experience" Organized by the *Department of Master of Business Administration* in association with IQAC of Sasurie College of Engineering and Sri Gayathri Traders from 26-04-2021 to 30-04-2021 (5 Days).

  
Co-ordinator

  
Head of the Department

  
Dr.M.VIJAYAKUMAR Principal  
PRINCIPAL  
SASURIE COLLEGE OF ENGINEERING  
Vijayamangalam, Tiruppur

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

**TEST QUESTION PAPER - VALUE ADDED COURSE**

**“Brand Management and Customer Experience”**

**From 26.04.2021 to 30.04.2021 (5 days)**

**Duration : 30 Hours**

**Academic Year : 2020 -2021 /EVEN**

**Date of Test : 30.04.2021**

**MULTIPLE CHOICE QUESTIONS (25 X 1 = 25 Marks)**

**Name of the Student:**

**Year/Sem:**

**AU Register Number:**

**Answer all the questions:**

1. What is the primary purpose of brand management?
  - a. Maximizing profits
  - b. Building brand awareness
  - c. Cost reduction
  - d. Employee satisfaction
  
2. Which term refers to the unique set of associations that consumers have with a brand?
  - a. Brand positioning
  - b. Brand equity
  - c. Brand identity
  - d. Brand loyalty
  
3. What does a customer journey map help in visualizing?
  - a. Brand history
  - b. Employee engagement
  - c. Customer interactions
  - d. Product pricing
  
4. Which of the following is a key element of brand communication?
  - a. Employee satisfaction
  - b. Consistent messaging
  - c. Cost reduction
  - d. Market competition

  
**Dr.M.VIJAYAKUMAR ME., Ph.D.,**  
PRINCIPAL  
 **SASURIE COLLEGE OF ENGINEERING,**  
Vijayamangalam - 638 056, Tirupur (Dt).

5. How is brand equity measured?
  - a. Return on investment (ROI)
  - b. Customer satisfaction
  - c. Brand valuation
  - d. Employee turnover
  
6. What role does social media play in brand management?
  - a. Internal communication
  - b. Cost reduction
  - c. Brand promotion and reputation management
  - d. Employee training
  
7. In the context of brand management, what does NPS stand for?
  - a. National Product Standard
  - b. Net Profit Score
  - c. Negative Perception Scale
  - d. Net Promoter Score
  
8. What is the primary goal of a customer loyalty program?
  - a. Increasing employee morale
  - b. Building long-term customer relationships
  - c. Reducing product costs
  - d. Employee recruitment
  
9. What is the first step in brand crisis management?
  - a. Identifying potential crises
  - b. Developing a crisis response plan
  - c. Rebuilding trust
  - d. Employee training
  
10. What does the term "global brand management" refer to?
  - a. Managing brands within a single country
  - b. Adapting brand strategies for international markets
  - c. Employee satisfaction in multinational companies
  - d. Localized marketing strategies
  
11. What is the purpose of customer feedback mechanisms in brand management?
  - a. Cost reduction
  - b. Identifying potential crises
  - c. Measuring customer satisfaction and driving improvement
  - d. Employee training

*me*

 **Dr.M.VIJAYAKUMAR** ME, Ph.D.,  
PRINCIPAL  
SASURIE COLLEGE OF ENGINEERING,  
Vijayamangalam - 638 056, Tirupur (Dt).

12. What is the significance of brand positioning in marketing?
- Employee engagement
  - Communicating the brand's unique value to the target market
  - Maximizing profits
  - Reducing production costs
13. Which of the following is a traditional marketing channel?
- Social media advertising
  - Email marketing
  - Employee training programs
  - Television commercials
14. What does the acronym CRM stand for in the context of brand management?
- Customer Relationship Management
  - Cost Reduction Model
  - Competitive Resource Management
  - Corporate Reputation Metrics
15. How can brands maintain consistency across different touchpoints?
- Employee turnover
  - Implementing a cohesive brand strategy
  - Reducing product variety
  - Cost-cutting measures
16. What role does storytelling play in brand communication?
- Employee morale
  - Building emotional connections with customers
  - Maximizing profits
  - Market competition
17. What is the primary focus of brand valuation?
- Employee satisfaction
  - Measuring brand equity
  - Cost reduction
  - Identifying potential crises
18. In the context of customer experience, what does the term "moments of truth" refer to?
- Employee training sessions
  - Critical customer interactions that influence perceptions
  - Cost-cutting measures
  - Maximizing profits



19. What is the purpose of a brand audit?
- Employee recruitment
  - Assessing and evaluating the health of a brand
  - Cost reduction
  - Market competition
20. What is the role of emotional branding in customer experience?
- Employee satisfaction
  - Building emotional connections with customers
  - Maximizing profits
  - Reducing production costs
21. What does the acronym USP stand for in marketing?
- United Sales Plan
  - Unique Selling Proposition
  - Uniform Service Protocol
  - Universal Satisfaction Program
22. How can brands use customer feedback for continuous improvement?
- Employee training
  - Ignoring customer feedback
  - Measuring satisfaction and making strategic changes
  - Reducing production costs
23. Why is it essential for brands to adapt strategies for international markets?
- Employee morale
  - Cultural differences and preferences
  - Maximizing profits
  - Cost reduction
24. What is the primary goal of crisis communication in brand management?
- Employee satisfaction
  - Rebuilding trust and mitigating damage
  - Maximizing profits
  - Reducing production costs
25. How does customer loyalty contribute to brand equity?
- Employee training programs
  - Building long-term relationships and repeat business
  - Cost reduction
  - Market competition

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION  
TEST QUESTION ANSWER KEY - VALUE ADDED COURSE

“Brand Management and Customer Experience”

From 26.04.2021 to 30.04.2021 (5 days)

Duration : 30 Hours

Academic Year : 2020 -2021 /EVEN

Date of Test : 30.04.2021

1	b	6	c	11	c	16	b	21	b
2	b	7	d	12	b	17	b	22	c
3	c	8	b	13	d	18	b	23	b
4	b	9	a	14	a	19	b	24	b
5	c	10	b	15	b	20	b	25	b

  
VAC Coordinator

  
Dr. M. VIJAYAKUMAR ME., Ph.D.,  
PRINCIPAL  
SASURIE COLLEGE OF ENGINEERING,  
Vijayamangalam - 638 056, Tirupur (Dt).

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

TEST QUESTION PAPER - VALUE ADDED COURSE

“Brand Management and Customer Experience”

From 26.04.2021 to 30.04.2021 (5 days)

Duration : 30 Hours

Academic Year : 2020 -2021 /EVEN

Date of Test : 30.04.2021

MULTIPLE CHOICE QUESTIONS (25 X 1 = 25 Marks)

Name of the Student: Rahulkrishna . R

Year/Sem: II-04<sup>th</sup> Sem

AU Register Number: 732419621017

Answer all the questions:

1. What is the primary purpose of brand management?
  - a. Maximizing profits
  - b. Building brand awareness
  - c. Cost reduction
  - d. Employee satisfaction
  
2. Which term refers to the unique set of associations that consumers have with a brand?
  - a. Brand positioning
  - b. Brand equity
  - c. Brand identity
  - d. Brand loyalty
  
3. What does a customer journey map help in visualizing?
  - a. Brand history
  - b. Employee engagement
  - c. Customer interactions
  - d. Product pricing
  
4. Which of the following is a key element of brand communication?
  - a. Employee satisfaction
  - b. Consistent messaging
  - c. Cost reduction
  - d. Market competition

21  
-----  
25  
*aw*

  
Dr.M.VIJAYAKUMAR ME., Ph.D.,  
PRINCIPAL  
SASURIE COLLEGE OF ENGINEERING,  
Vijayamangalam - 638 056, Tirupur (Dt).

5. How is brand equity measured?

- a. Return on investment (ROI)
- b. Customer satisfaction
- c. Brand valuation
- d. Employee turnover



6. What role does social media play in brand management?

- a. Internal communication
- b. Cost reduction
- c. Brand promotion and reputation management
- d. Employee training

7. In the context of brand management, what does NPS stand for?

- a. National Product Standard
- b. Net Profit Score
- c. Negative Perception Scale
- d. Net Promoter Score

8. What is the primary goal of a customer loyalty program?

- a. Increasing employee morale
- b. Building long-term customer relationships
- c. Reducing product costs
- d. Employee recruitment



9. What is the first step in brand crisis management?


- a. Identifying potential crises
- b. Developing a crisis response plan
- c. Rebuilding trust
- d. Employee training

10. What does the term "global brand management" refer to?

- a. Managing brands within a single country
- b. Adapting brand strategies for international markets
- c. Employee satisfaction in multinational companies
- d. Localized marketing strategies

11. What is the purpose of customer feedback mechanisms in brand management?

- a. Cost reduction
- b. Identifying potential crises
- c. Measuring customer satisfaction and driving improvement
- d. Employee training

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12. What is the significance of brand positioning in marketing?
- a. Employee engagement
  - b. Communicating the brand's unique value to the target market
  - c. Maximizing profits
  - d. Reducing production costs
13. Which of the following is a traditional marketing channel?
- a. Social media advertising
  - b. Email marketing
  - c. Employee training programs
  - d. Television commercials
14. What does the acronym CRM stand for in the context of brand management?
- a. Customer Relationship Management
  - b. Cost Reduction Model
  - c. Competitive Resource Management
  - d. Corporate Reputation Metrics
15. How can brands maintain consistency across different touchpoints?
- a. Employee turnover
  - b. Implementing a cohesive brand strategy
  - c. Reducing product variety
  - d. Cost-cutting measures
16. What role does storytelling play in brand communication?
- a. Employee morale
  - b. Building emotional connections with customers
  - c. Maximizing profits
  - d. Market competition
17. What is the primary focus of brand valuation?
- a. Employee satisfaction
  - b. Measuring brand equity
  - c. Cost reduction
  - d. Identifying potential crises
18. In the context of customer experience, what does the term "moments of truth" refer to?
- a. Employee training sessions
  - b. Critical customer interactions that influence perceptions
  - c. Cost-cutting measures
  - d. Maximizing profits

19. What is the purpose of a brand audit?
- a. Employee recruitment
  - b. Assessing and evaluating the health of a brand
  - c. Cost reduction
  - d. Market competition
20. What is the role of emotional branding in customer experience?
- a. Employee satisfaction
  - b. Building emotional connections with customers
  - c. Maximizing profits
  - d. Reducing production costs
21. What does the acronym USP stand for in marketing?
- a. United Sales Plan
  - b. Unique Selling Proposition
  - c. Uniform Service Protocol
  - d. Universal Satisfaction Program
22. How can brands use customer feedback for continuous improvement?
- a. Employee training
  - b. Ignoring customer feedback
  - c. Measuring satisfaction and making strategic changes
  - d. Reducing production costs
23. Why is it essential for brands to adapt strategies for international markets?
- a. Employee morale
  - b. Cultural differences and preferences
  - c. Maximizing profits
  - d. Cost reduction
24. What is the primary goal of crisis communication in brand management?
- a. Employee satisfaction
  - b. Rebuilding trust and mitigating damage
  - c. Maximizing profits
  - d. Reducing production costs
25. How does customer loyalty contribute to brand equity?
- a. Employee training programs
  - b. Building long-term relationships and repeat business
  - c. Cost reduction
  - d. Market competition