

QP CODE: D4BAG2401		(Pages: 2)		Reg. No :	
				Name :	
FOURTH SEMESTER FYUGP EXAMINATION, APRIL 2026					
Discipline Specific Core (DSC) Courses - Major					
BAG4CJ205 : BRAND DESIGN					
(Credits: 4)					
Time: 2 Hours			Maximum Marks: 70		
Section A					
Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)					
1.	Where does a brand exist?	BL1	CO1, CO3, CO6		
2.	How would you choose between a columnar grid and a modular grid for a website?	BL3	CO1, CO2, CO3, CO6		
3.	What is key for a service logo?	BL1	CO1, CO2, CO3, CO5, CO6		
4.	How does typography guide attention differently on screen vs. on paper?	BL2	CO1, CO2, CO3, CO4, CO6		
5.	What is brand extension?	BL2	CO1, CO3, CO6		
6.	What is the risk of bad rebranding?	BL2	CO1, CO2, CO5, CO6		
7.	What does RGB mean?	BL1	CO2, CO4, CO6		
8.	How do you keep typography consistent?	BL2	CO1, CO2, CO3, CO6		
9.	How does emotion affect imagery?	BL2	CO1, CO2, CO3, CO6		
10.	What happened to Tropicana's sales?	BL2	CO1, CO2, CO3, CO5,		
Section B					
Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)					
11.	What makes an effective tagline?	BL1	CO1, CO3, CO6		
12.	Explain how the Gestalt Principle of Proximity aids in information processing.	BL4	CO1, CO2, CO3, CO6		
13.	How does repeated exposure to consistent identity elements build brand memory?	BL1	CO1, CO2, CO3, CO6		
14.	What are common visual mistakes that break the "Action" stage?	BL3	CO1, CO2, CO3, CO6		
(PTO)					

15.	How can colour choices in an image reduce credibility if mismatched?	BL3	CO1, CO3, CO4, CO6
16.	Explain the importance of a trademark search in the naming process.	BL1	CO1, CO3, CO6
17.	Why is an analogous harmony described as creating "visual comfort"?	BL2	CO1, CO2, CO3, CO6
18.	How do thumbnails act as a "bridge between research and execution"?	BL1	CO2, CO3, CO5, CO6

Section C

Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)

19.	Explain the difference in implications between using an unlicensed font in a student project and in a client's commercial logo.	BL2	CO1, CO2, CO3, CO4, CO5, CO6
20.	A large franchise is struggling with inconsistent brand presentation. Recommend a systematic solution.	BL3	CO1, CO2, CO3, CO5, CO6

CO : Course Outcome

BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)