



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION - COMMERCE

THIRD SEMESTER – NOVEMBER 2011

CO 3803 - BRAND MANAGEMENT

Date : 02-11-2011
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

SECTION – A Answer ALL questions in about three lines each (10 x 2 = 20)

1. State the five product levels.
2. List out three advantages the owner of a brand gets.
3. What is value equity?
4. State the four categories of brand resonance.
5. What is a sustainable competitive advantage?
6. What is a jingle?
7. What do you understand by means-end chain?
8. State the general dimensions of product quality which are important for a brand.
9. Define sales promotion.
10. Describe secondary brand knowledge.

SECTION – B Answer any FIVE in about 2 pages each (5 x 8 = 40)

11. Explain how brands are important for consumers.
12. Write a note on brand imagery.
13. Explain the Desirability and Deliverability criteria used for brand positioning.
14. Write short notes on (a) experiential marketing, (b) one-to-one marketing, (c) permission marketing. Also highlight the significance of these for branding.
15. Explain the important dimensions of an effective value pricing strategy.
16. Write a note on celebrity endorsements, highlighting the problems involved and guidelines necessary for the efficient use of this method.
17. What do you understand by the depth of a branding strategy?
18. Briefly explain the advantages of brand extensions.

SECTION – C Answer any TWO in about 4 pages each (2 x 20 = 40)

19. What are the challenges a modern brand faces?
20. Write a note on the Branding-tenets.
21. Explain the criteria for choosing brand elements for building brand equity.
