



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – APRIL 2025

CO 3803 – BRAND MANAGEMENT



Date: 29-04-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION A

Answer ANY FOUR of the following

(4 x 10 = 40 Marks)

1. Explain in detail the five product levels.
2. Describe the importance of a Brand. What are the key elements that define a strong brand?
3. Identify the key stages in the Strategic brand management process.
4. How does branding impact consumer behaviour?
5. Why are brand values important in shaping a brand's identity?
6. State few examples of successful Integrated marketing communication strategies used by global brands.
7. Summarize the essential elements of a brand equity management system.
8. What is brand portfolio and why is it important?

SECTION B

Answer ANY THREE of the following

(3 x 20 = 60 Marks)

9. Discuss on the biggest challenges brands face in today's competitive market. How has social media changed the way brands interact with customers?
10. What is brand positioning and how does it differentiate a brand from competitors?
11. Explain the best strategies for reinforcing brand equity. What role does innovation play in maintaining a brand's strength?
12. What is a brand portfolio and why is it important? What strategies help in optimizing a brand portfolio for market success?
13. What are the major steps in strategic brand management? Explain the factors that make up a program multiplier.
14. How can businesses align their brand equity management system with long term brand goals?
