



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION - COMMERCE

THIRD SEMESTER – **NOVEMBER 2013**

CO 3803 - BRAND MANAGEMENT

Date : 09/11/2013
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

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

1. Define a brand.
2. State the five product levels.
3. What is brand image?
4. What is a system?
5. State any three marketing objectives a modern package has to attain.
6. State any six marketing communication options available for branding.
7. Briefly describe personal selling.
8. What is a secondary brand association?
9. Describe briefly celebrity endorsement.
10. State the four important factors used to judge the quality of a marketing program.

Section B Answer any FIVE in about two pages each (8 x 5 = 40 marks)

11. State and explain any five benefits which consumers derive by using brands.
12. What are the advantages of creating a high level of brand awareness?
13. What are the factors that create favourable brand judgments?
14. Explain the desirability and deliverability criteria used for positioning a brand.
15. Explain the six general guide lines to be kept in mind while choosing a brand name.
16. 'An effective value pricing strategy should possess three important elements' – what are these?
17. Write a note on Event Marketing and its significance for branding.
18. Briefly explain the disadvantages of brand extensions.

Section C Answer any TWO in about four pages each (2 x 20 = 40 marks)

19. What is a brand mantra? How much you design and implement an effective brand mantra?
20. What are the criteria used to choose brand elements?
21. How would you match communication options for branding?
