



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.COM. DEGREE EXAMINATION - COMMERCE

THIRD SEMESTER – APRIL 2014

CO 3803 - BRAND MANAGEMENT

Date : 05/04/2014
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION- A

Answer ALL the Questions in this section:

(10 x 2 = 20 Marks)

Explain each of the following terms / concepts in about 50 words:

1. Brand Salience.
2. Brand Image.
3. Points of Difference.
4. Brand Extension.
5. Permission Marketing.
6. Brand Positioning.
7. Sales Promotion.
8. Mass Customisation.
9. Prestige Pricing.
10. Brand Portfolio.

SECTION- B

Answer any FOUR Questions in this section:

(4 x 10 = 40 Marks)

11. Explain how consumers form their opinions of the quality and value of a product.
12. Explain the roles that Brands play from the view point of consumers and manufacturers.
13. Write down the top ten naming mistakes.
14. Explain the procedure to be followed in naming new products.
15. What are the determinants of 'Corporate Image'?
16. What are the services, provided by Channel members?
17. Describe the marketing advantages of strong brands.

SECTION- C

Answer any TWO Questions in this section:

(2 x 20 = 40 Marks)

19. Discuss how marketers can use relationship marketing perspective in formulating product strategy and offerings.
20. What are the four steps a marketer would follow in Brand building? Explain the steps with the support of Customer-based Brand Equity Pyramid.
21. Describe the Strategic Brand Management Process.
22. Choose a Brand of your choice. Identify all its brand elements and assess their ability to contribute to brand equity according to the choice criteria identified in Brand Management.
