

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

M.Com. DEGREE EXAMINATION – **COMMERCE**

THIRD SEMESTER – NOVEMBER 2007

AU 21

**CO 3803 - BRAND MANAGEMENT**

Date : 26/10/2007  
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

**SECTION – A**

Answer all the questions in not more than 3 lines each.

10 x 2 = 20

1. What is potential product level?
2. What is psychological risk?
3. “Branding is all about creating differences” – Explain.
4. What is Brand Salience?
5. Name the 5 important attributes that underlie brand performance.
6. What is brand credibility?
7. Briefly explain the Exemplar positioning strategy.
8. What is Internal Branding?
9. What is a Jingle? Give one point of its significance to trading?
10. Explain the concept – “Value Chain”

**SECTION – B**

Answer any 5 in not more than 2 pages each.

5 x 8 = 40

11. Explain the significance of branding for : Retailers, People, Organizations.
12. What is consumer equity? How can this be maximized?
13. What is Brand Resonance?
14. Briefly explain channel strategy needed for branding.
15. Briefly explain Brand equity responsibility.
16. Write short notes on the following types of Brands: (a) Flanker, (b) Cash Cow, (c) How end entry level, (d) High end prestige level.
17. How would you plan and implement a brand marketing program?
18. “An effective value – pricing strategy should strike the proper balance between 3 important elements”. Explain.

**SECTION – C**

Answer any 2 in not more than 4 pages each.

2 x 20 = 40

19. What is Brand Imagery? What are its general implications?
20. Explain the significance of perceived quality and value for Branding, highlighting the pitfalls to be avoided while using T.Q.M.
21. What are the criteria to be used for evaluating the integrated marketing communication program for Branding?

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