LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.Com.** DEGREE EXAMINATION - **COMMERCE**

THIRD SEMESTER – NOVEMBER 2010

# CO 3803 - BRAND MANAGEMENT

Date : 01-11-10 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**SECTION – A**

**Answer ALL questions in about three lines each ( 10 x 2 = 20 )**

1. What is a brand?

2. What is a brand equity measurement system?

3. What is customer-based brand equity?

4. What are the key drivers (programs) of relationship equity?

5. State the 4 types of segmentation bases used for branding.

6. What are the criteria used for choosing brand elements?

7. What is perceived quality?

8. What is the objective of value pricing?

9. Highlight the prime factors used for selling Brand New Zeland.

10. What is a Brand Portfolio?

**SECTION – B**

**Answer any FIVE in about 2 pages each ( 5 x 8 = 40 )**

11. What are the challenges a modern brand faces?

12. Write a note on Brand Imagery.

13. “The CBBE Model advocates 5 important branding tenets” – What are these?

14. What is a brand mantra? How would you design a good brand mantra and implement it?

15. Explain the 3 important relationship marketing issues which can impact the strength of brand.

16. What are the advantages and disadvantages of co-branding?

17. What is Breadth of a Branding Strategy?

18. Briefly explain how a brand can be revitalized?

**SECTION – C**

**Answer any TWO in about 4 pages each (2 x 20 = 40 )**

19. What is brand awareness? What are its consequences? How can it be established?

20. Write a note on Packaging and its significance for building a brand’s equity.

21. Explain the criteria to be used for evolving an efficient integrated marketing communications program for branding.

*\*\*\*\*\*\*\*\*\*\**

\*\*\*\*\*\*\*\*\*\*\*\*\*