 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

THIRD SEMESTER – NOVEMBER 2012

# CO 3803 - BRAND MANAGEMENT

Date : 03/11/2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**SECTION- A**

***Answer ALL the Questions in this section: (10 x 2 = 20 Marks)***

*Explain the meaning of the following*:

1. Brand Value Chain.

2. Brand Portfolio.

3. Brand Salience.

4. Points of Difference.

5. Brand Audit.

6. Packaging.

7. Permission Marketing.

8. Sachet Pricing.

9. Sales Promotion.

10. Repositioning the Brand.

**SECTION- B**

***Answer any FIVE Questions in this section: (5 x 8 = 40 Marks)***

11. What are the challenges, faced by the Brand builders in building strong brands?

12. Describe the marketing advantages of strong brands.

13. List out the Ten Commandments of Emotional Branding.

14. Write down the top ten naming mistakes.

15. Explain how consumers form their opinions of the quality and value of a product.

16. What are the six steps that must occur for a person to be persuaded by any form of communication?

17. What are the determinants of Corporate Image?

18. Discuss the long-term effects of marketing actions on Brand equity.

**SECTION- C**

***Answer any TWO Questions in this section: (2 x 20 = 40 Marks)***

19. Discuss the strategic brand management process.

20. Discuss how marketers can use the relationship marketing perspective in formulating product strategy and offerings.

21. Think of a Brand with which you had any experience due to its relationship marketing, permission marketing, experiential marketing, or one-to-one marketing? What did the brand do? Why was it effective? Could others learn from that?

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