 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

THIRD SEMESTER – **APRIL 2012**

# CO 3803 - BRAND MANAGEMENT

Date : 24-04-2012 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

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

1. State any three advantages a consumer gets from a brand.

2. Give a brief definition of Brand Equity.

3. What is relationship equity?

4. State the important behavioral segmentation bases used for branding.

5. What are core brand values?

6. State the guidelines for high impact packaging.

7. Enumerate Candor’s Brand Name Taxonomy.

8. State any four tenets of T.Q.M.9. State the general marketing communication guidelines in the context of branding.

10. State the different entities which can create secondary brand knowledge for a brand.

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

11. Why do manufacturers consider brands as valuable assets?

12. Write a note on brand judgements.

13. What are the steps to be taken in the naming procedure for a new brand?

14. Give a broad explanation of the major dimensions of relationship marketing.

15. Define Place Advertising. Explain the options available under this head.

16. Write a note on the Program Multiplier.

17. Explain brand hierarchy.

18. What are the disadvantages of a global marketing program?

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

19. Write a note on the sources of brand equity.

20. Explain the factors in the strategy which are used to leverage and establish points of parity and

difference for brand positioning.

21. Explain the responsibilities and duties for properly managing brand equity.

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