



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

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

**THIRD SEMESTER – APRIL 2016**

**CO 3803 - BRAND MANAGEMENT**

Date: 25-04-2016  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

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

1. What is Branding?
2. Brand Equity.
3. Tactics.
4. Leveraging.
5. Value Chain.
6. Brand Hierarchy.
7. Brand Design.
8. Reinforcing value.
9. Dimensions of product quality.
10. Brand Value.

**SECTION – B Answer any FOUR in about 2 pages each ( 4 x 10 = 40 )**

11. Explain the key dimensions that make up a Brand Image.
12. What are the factors which make up brand judgements.
13. What is Customer based Brand Equity?
14. Explain how advertising can influence brand equity positively?
15. Comment on the evolution of Brands, in the Indian context.
16. How do marketers revive a lost brand?
17. How is the market multiplier of significance to branding?

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

18. What is the rationale to go international? Describe with examples of Brands transitioning from Domestic to International environments.
19. Describe some Positioning guidelines to be used for Branding.
20. What are the major steps which you will undertake to implement the brand equity management system for your business.
21. Explain why marketers sponsor events. How do modern firms integrate other marketing communications methods to build brands?

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