

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

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2009

**CO 3803 - BRAND MANAGEMENT**

Date & Time: 05/11/2009 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

**SECTION – A**

*Answer ALL questions in not more than 3 lines each.*

*(10x2=20 marks)*

1. Define Brand Equity.
2. State the 4 major steps in Strategic Brand Management.
3. What is a Brand Mantra?
4. Define Customer Based Brand Equity.
5. What is Value Equity?
6. What is a Symbol? Identify 2 real life symbols used in Branding.
7. What are brand intangibles?
8. What is ingredient branding?
9. What is retro branding?
10. State the 4 factors which make up a Program multiplier.

**SECTION – B**

*Answer any 5 in not more than 2 pages each.*

*(5x8=40 marks)*

11. How are consumers benefited by Brands?
12. What are the challenges a modern brand faces?
13. How can Brand Equity act as a Bridge between the past and the future?
14. Explain the 3 major components of Brand Image.
15. Explain the criteria used for choosing brand and elements.
16. Write a note on slogans and their significance for branding.
17. Explain the Rationale for sponsoring events for Branding.
18. Explain the main elements in a global branding strategy.

**SECTION – C**

*Answer any 2 in not more than 4 pages each.*

*(2x20=40 marks)*

19. Briefly explain the things which can be branded.
20. What are positioning guide lines?
21. How would you match communications options? What are the criteria to be used for deriving the most efficient communications program for Branding.

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