

S.No. 1230

P 16 MCE 3 B

(For candidates admitted from 2016–2017 onwards)

M.Com. DEGREE EXAMINATION, NOVEMBER 2022.

Part III — Commerce — Elective

BRAND MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL questions.

1. What is a brand perception?
2. What is Brand Equity?
3. What is point of parity in brand positioning?
4. Mention the main objectives of brand positioning.
5. What do you mean by Brand equity?
6. What is Brand Audit?
7. What is Brand reinforcement?
8. What is co-branding?

9. What do you mean by retail branding?

10. What is branding services?

PART B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b) in each.

11. (a) Differentiate Brand from Product.

Or

(b) Appraise the Types of Brand names.

12. (a) Specify Brand positioning strategies.

Or

(b) Describe the steps involved in Brand building process.

13. (a) Elucidate the stages involved in building brand image.

Or

(b) Explain the elements of Brand equity.

14. (a) Analyse the ways to Leverage brand.

Or

(b) Describe various steps involved in brand architecture strategy.

15. (a) Analyse the types of branding services.

Or

(b) Appraise the strategies for industrial branding.

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. Elucidate the stages of Branding Process.

17. Analyse the risk associated with Brand Positioning.

18. Explain the basis for formation of brand association.

19. Discuss the steps involved in successful brand portfolio strategy.

20. Describe the global challenges in international branding.