

**M.Sc. FASHION MERCHANDIZING AND  
RETAIL MANAGEMENT (MSCFMRM)**

**Term-End Examination  
December, 2012**

**MFW-020 : RETAIL BRANDING**

*Time : 3 hours*

*Maximum Marks : 70*

**Note :** *Answer any seven questions.*

*All questions carry equal marks.*

1. Discuss the concept of Branding with the help of suitable examples. 10
2. Elaborate the significance of Retail Branding in the Indian Context. What are the factors that contribute to the growth of the organised retailing sector in India ? 10
3. "It is essential for every retailer to have a sound knowledge of Retail Branding in pursuit of designing effective retail strategies" - Discuss with suitable illustrations. 10
4. Giving suitable examples, briefly explain the possible areas where Marketing Research can be applied in Retail Branding. 10

5. Analyse the retail branding strategies in a specific product category in the context of a retailer dealing in combination of private label and branded products. 10
  6. What do you understand by “Flanking Brands” ? How are they important for the success of an MNC firm ? Explain by giving suitable examples. 10
  7. Define Brand Personality. Mention its various dimensions. Explain them in detail by giving suitable examples of brand ambassadors and the brands they are endorsing. 10
  8. “Branding can be especially important in the retailing industry to influence customer perceptions and drive store choice and loyalty”- Justify the statement with suitable examples. 10
  9. What are the category and market factors that determine how effective private labels will be in building the retail brand ? 10
  10. Explain the decision of “To Brand or not to Brand” in the major brand decisions by giving suitable examples. 10
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