

B.A. IN FASHION COMMUNICATION (BAFC)

Term-End Examination

December, 2013

BFM-020 : FASHION BRANDING

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any six from questions from (1 to 7).

(ii) Question no.8 is compulsory.

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1. Explain the importance of branding in today's retail scenerio. 15
 2. How would you do the branding of a new 2 wheeler for teenagers ? Suggest ways in context to elements used. 15
 3. What are the steps in developing a brand ? State how a Lacoste T-shirt becomes different from an unbranded T-shirt. 15
 4. What is meant by brand extention? Explain by giving suitable examples in detail. 15
 5. What is brand loyalty ? Explain with examples. 15
 6. Explain "Brand Experience" in relation to PVR Cinemas. 15
 7. Why is competitors analysis important to formulate marketing strategies ? 15

Question 8 is compulsory :

10x1=10

8. Complete the following with suitable words or phrases.

- (a) Brand is the _____ that identifies a product or a service.
 - (b) Outward expression of a brand including its name, logo, trade-mark, communication is _____ .
 - (c) _____ are also called "Own brands", where retailers have a strong identity and they can compete with brands with similar profiles.
 - (d) _____ is an example of a global social networking brand.
 - (e) When you sell a product/service on internet, it is called _____ .
 - (f) Color is a very important element of _____ .
 - (g) _____ refers to customer's ability to recall and recognise a brand.
 - (h) A brand associated with an abstract concept like breast cancer awareness is called a _____ .
 - (i) Two of the most important roles of a brand manager are _____ and _____.
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