

B.A. IN FASHION COMMUNICATION (BAFC)

Term-End Examination

December, 2012

BFM-020 : FASHION BRANDING

Time : 3 hours

Maximum Marks : 100

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- Note :**
- (i) *Question paper has three sections.*
 - (ii) *Attempt all sections.*
 - (iii) *Internal choice is indicated.*
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SECTION-A

Short Answers (Answer *any three*; 5 marks each)

5x3=15

1. What are various brand elements ?

2. What are the various types of brand names ?
Explain.

3. Describe the tasks of a brand manager.

4. What are the 7 factors of brand building ?

SECTION - B

(Question 5 is compulsory)

30

5. What is attitude branding ? Give five examples of the same. How does attitude branding help brands become iconic brands ? Use any one case study to explain.

SECTION - C

Long Answers. (Question 6 is **compulsory**. Answer *any four* questions out of questions 7-11).

6. Write short notes on *any three* (5 marks each). $5 \times 3 = 15$
- (a) Re - Positioning
 - (b) Brand Value
 - (c) Team Appeal
 - (d) Brand Fights
7. What is Brand Extension and Brand dilution ? 10
8. Explain how buying behaviour of a consumer is affected due to culture ? 10
9. What is Marketing ? Explain Marketing Mix. 10
10. What is brand recall ? What tools would you use to increase the brand recall value of a bathing soap brand ? 10
11. What are the brand elements ? Explain each brand element with example that any company/brand has used to be on the "top-of-mind" of the consumer. 10
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