

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

00471

Term-End Examination

December, 2015

MFW-020 : RETAIL BRANDING

Time : 3 hours

Maximum Marks : 70

Note : Answer any **seven** questions. All questions carry equal marks.

1. Discuss the demand for branded and non-branded products. 10
2. Describe in detail the concept of a Retail Brand with the help of suitable examples. 10
3. Discuss the pros and cons of carrying out the retailer's own brands. 10
4. When do brand extensions have a negative impact ? Justify your answer with suitable examples. 10
5. What makes consumers pay more for national brands than for private labels ? Is it image or quality ? Justify your answer with suitable examples. 10

6. Discuss Maslow's Hierarchy of Needs. Explain with the help of suitable examples. 10
 7. What do you understand by private labels ? Discuss the various advantages and disadvantages of carrying private labels by retailers. 10
 8. "A good positioning of a brand strategy clearly differentiates it from all competing brands." In the light of this statement discuss the meaning of brand positioning. What are the key issues in brand positioning ? 10
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