

**M.Sc. VISUAL MERCHANDISING AND
COMMUNICATION DESIGN (MSCVMCD)**

Term-End Examination

December, 2015

MFW-072 : RETAIL BRANDING

Time : 3 hours

Maximum Marks : 70

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

1. Define the term brand. How do you differentiate between a product and a brand ? Give suitable examples. 10
2. What are the different criterion for choosing brand elements for a product ? 10
3. Why is it important to have a strong brand equity for a brand ? 10
4. How can a brand generate strong loyalty of customers for itself ? Explain with the help of suitable examples. 10
5. Pick up any two brands from the same product category and explain how does the positioning strategy of one differs from the other. 10

6. Explain with relevant examples the term Brand Architecture. 10
 7. Discuss the Brand Equity Pyramid with examples. 10
 8. Are all brands capable of achieving resonance ? Why? 10
 9. What is Umbrella Branding ? Explain with relevant examples. 10
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