

**M.Sc. RETAIL AND FASHION MERCHANDISE
(MSCRFM)**

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Term-End Examination

December, 2017

MFR-029 : RETAIL BRANDING

Time : 3 hours

Maximum Marks : 70

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

1. Explain the different shopping modes for a retail organisation. 10
2. How can a retail organisation plan for brand positioning ? Explain with suitable examples. 10
3. Map the different shopping modes with different positioning strategy for McDonalds, Big Bazaar and Shopper's Stop. 10
4. Branding has a personality. Describe with the help of a suitable example. 10
5. What are universal human values ? How are they relevant to branding ? 10

6. How can a retailer work on outdoor communications to brand his store ? 10
7. What are Brand Elements ? Elucidate with examples. 10
8. Write short notes on any *two* of the following : $5+5=10$
- (a) Benefits of Brand Positioning
 - (b) Brand Communication
 - (c) Brand Personality Traits
 - (d) Brand Positioning on Experience
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