

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

Term-End Examination

00484

June, 2014

MFW-072 : RETAIL BRANDING

Time : 3 hours

Maximum Marks : 70

Note : Attempt any **five** questions. All questions carry equal marks.

1. How does an understanding of consumer behaviour help in developing a retail brand ? Discuss. 14
2. Define brand. How is it different from a product ? Explain with the help of appropriate examples. 14
3. What is brand extension ? Explain with the help of an example from Indian retailing. 14
4. What is store atmosphere ? Does it help in building a retail brand ? Justify your answer. 14
5. "An image is not simply a trademark, a design, a slogan or an easily remembered picture. It is a studiously crafted personality profile of an individual, institution, corporation, product or service." Comment. 14

6. Philip Kotler says, "If you are not a brand, you are a commodity." Comment on the statement. 14
 7. Explain the concept of Brand Identity. What are the components of Brand Identity? 14
 8. What are the different forms of brand extensions and what precautions should one take while making brand extension decisions? 14
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