

00502

B.A. IN FASHION COMMUNICATION (BAFC)

Term-End Examination

June, 2014

BFM-020 : FASHION BRANDING

Time : 3 hours

Maximum Marks : 100

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

1. What is Branding ? What is a Brand ? Explain with examples. 20
2. How can your business benefit from Branding ? 20
3. Why do some people think Branding is waste of time ? Elaborate the pros and cons of Branding with examples. 20
4. What is Brand strategy ? What are its components ? 20
5. What are the Brand standards and how can it be communicated ? 20
6. What are the reasons to invest in Branding ? 20