

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

**Term-End Examination**

**June, 2017**

00734

**MFR-029 : RETAIL BRANDING**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. Why is branding important for retail ? Give reasons. 10
2. Discuss the positioning on range strategy in brand positioning. 10
3. How would you formulate a retail positioning strategy based on store experience ? 10
4. Explain the salient traits of a retail brand personality. 10

5. Differentiate between 'out of store' and 'in-store' retail communication. 10
  6. Explain positioning on the basis of price for a retail store. 10
  7. Mention the important points while strategising on the basis of positioning on convenience. 10
  8. What is the future of retail brand positioning ? Which features shall stay important even after twenty years ? 10
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