

00699

**M.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (MSCFMRM)**

Term-End Examination

December, 2011

MFW-020 : RETAIL BRANDING

Time : 3 hours

Maximum Marks : 70

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

1. How do you define a 'Brand' ? What are the differences between a brand and a product ?
Mention the differences clearly by giving suitable examples. 10
2. Explain the 'Brand Name Decision', in the major brand decisions by giving suitable examples. 10
3. Explain the shifting power balance in the Indian Retail Industry. Prove this shift with the help of at least three cases. 10
4. What do you understand by 'Flanking Brands' ? How are they important for the success of an MNC firm ? Explain by giving suitable examples. 10

5. What do you understand by the phrase "Stare as a brand" ? Explain the concept with the help of relevant examples. 10
 6. How does answering the question of "Who Am I ?" Help a brand in doing its brand positioning ? Explain with the help of suitable examples. 10
 7. Define Brand Personality. Mention its various dimensions. Explain them in detail by giving suitable examples of brand ambassadors and the brands they are endorsing. 10
 8. Explain the strategy of 'Line Extension', followed during the major branding decisions. Explain it giving suitable examples, features, advantages and disadvantages. 10
 9. Explain the decision of "To Brand or not to Brand" in the major brand decisions by giving suitable examples. 10
 10. Trace the evolution of branding down the years. Mention relevant examples of this evolution in Indian as well as the American markets. 10
-