

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

**Term-End Examination**

**December, 2013**

**MFW-020 : RETAIL BRANDING**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Attempt **any SEVEN** questions. Each question carry equal marks.*

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1. (a) Why do people prefer brands over non branded merchandise ? Explain. **5+5**  
(b) List the benefits of branding.
2. "By delivering the benefits customers truly desire, brands become popular and successful". Explain. **10**
3. List the various steps involved in brand decision making. **10**
4. Discuss the rationale of having National brands by retailers. Do national brands have limitations ? Discuss. **10**
5. Explain the terms Generic brands, Individual brands and Family brands. Give relevant examples. **10**

6. Write short notes on : 5+
- (a) Brand Equity.
  - (b) Brand Loyalty.
7. What do you understand by Brand Positioning ? 5+  
Discuss the various differentiation strategies.
8. Explain the term brand personality. Give relevant 1  
examples. How do brands create personality ?  
Explain.
9. List and discuss the factors that influence brand 1  
decisions.
10. Differentiate between a product and a brand. 1
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