

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

Term-End Examination

December, 2013

MFW-072 : RETAIL BRANDING

Time : 3 hours

Maximum Marks : 70

Note : *All questions carry equal marks.*

Attempt any (7) seven questions only.

1. Why is it important to have a strong brand equity for a brand ? Explain with suitable examples. 10
2. How can a brand generate strong loyalty of customers for itself ? Give relevant examples. 10
3. How can brands be managed by a company over a long period of time ? 10
4. Is there any difference between co - promotion and co - branding ? Explain with suitable examples. 10

5. What is brand positioning ? On what basis is positioning done for a brand ? 10
 6. Why is it important for an organisation to have a brand architecture ? Support your answer with suitable examples too. 10
 7. What do you mean by the term brand hierarchy ? Explain with relevant examples. 10
 8. What is 'umbrella Branding' ? Explain it with relevant examples. 10
 9. Are all brands capable of striking the right chord and goodwill with its customers ? Give reasons and examples. To support your view point. 10
 10. Select any 'brand' and discuss how it has been able to carve a niche for itself and become a strong brand too. 10
-