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

Term-End Examination

December, 2012

MFW-072 : RETAIL BRANDING

Time : 3 hours

Maximum Marks : 70

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

1. Define Brand. How is a brand different from a product ? Mention the differences clearly giving suitable examples. 10
2. How does answering the question of "Who am I ?" help a brand in doing its Brand Positioning ? 10
3. How does answering the question of "What am I ?" help a brand in doing its Brand Positioning ? 10
4. How does answering the question of "For whom am I ?" help a brand in doing its Brand Positioning ? 10

5. Explain the strategy of line extension followed during the major branding decisions. Explain it giving suitable examples, features, advantages and disadvantages. 10
 6. What is Brand Personality ? What are its various dimensions ? Explain them in detail giving suitable examples of brand ambassadors and the brands they are endorsing. 10
 7. What do you understand by the phrase “store as a Brand”. Explain the concept with the help of relevant examples. 10
 8. What are flanking brands ? How are they important for the success of an MNC firm ? Explain by giving suitable examples. 10
 9. Explain the “Brand Name Decision” 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 American markets. 10
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