

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

Term-End Examination

00265

December, 2014

MFW-020 : RETAIL BRANDING

Time : 3 hours

Maximum Marks : 70

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

1. What do you mean by 'Brand building' ? Explain the significance of branding for a retailer. 10
2. Why do retailers prefer manufacturer brands over other alternative brands ? Justify your answer with suitable examples. 10
3. Differentiate between licensed and store brands with relevant examples. 10
4. "It is essential for every retailer to have a sound knowledge of Retail Branding in pursuit of designing effective retail strategies." Discuss with suitable illustrations. 10

5. Analyse the retail branding strategies in a specific product category in the context of a retailer dealing in combination of private label and branded products. 10
 6. Define Brand Personality. Mention its various dimensions. Explain them in detail with suitable examples of brand ambassadors and the brands they endorse. 10
 7. Why does Store Brand Penetration vary by Retailers ? Explain with suitable examples. 10
 8. Explain the reasons for substantial delay in consumer decision making with respect to Branding. 10
 9. When do Brand extensions have a negative impact ? Justify your answer with suitable examples. 10
 10. Explain the strategy of "Line Extension" followed during the major branding decisions. Explain it, giving suitable examples, features, advantages and disadvantages. 10
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