

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

**Term-End Examination**

**December, 2014**

00335

**MFW-072 : RETAIL BRANDING**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Is it necessary to have knowledge about consumers to build a retail brand ? Explain. 14
2. What are private labels ? Why do retailers promote their private labels ? Is it necessary for a retailer to build a private label ? Justify your answer with a suitable example. 14
3. "A brand is a personification of a product, service or even an entire company." Comment. 14
4. "Products are made in the factory, but brands are created in the mind." Explain in detail. 14
5. What is brand positioning and brand repositioning ? Explain the difference with the help of appropriate examples. 14

6. Discuss the evolution of retail branding in India. 14
  7. What do you understand by a strong brand ?  
Discuss its characteristics. 14
  8. Discuss in detail the role of media in building a  
retail brand. 14
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