

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

Term-End Examination

December, 2016

MFW-072 : RETAIL BRANDING

Time : 3 hours

Maximum Marks : 70

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

1. Explain the concept of brand elements and its impacts on branding. 10
2. How can a retail brand position itself on range ? Explain with examples. 10
3. Describe the various ways in which a retailer can position itself on the basis of customer convenience. 10
4. Is it necessary for a retailer to communicate about its brand ? Deliberate with the help of an example. 10
5. If a retailer were to position its brand on the basis of price, how can he/she proceed ? 10

- 6. How do shopping modes influence the branding strategies of a retailer? 10
 - 7. What can be done by a retailer to enhance its brand equity? 10
 - 8. How are secondary associations leveraged by a brand? Explain in the context of retail. 10
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