

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

Term-End Examination

December, 2017

00300

MFW-020 : RETAIL BRANDING

Time : 3 hours

Maximum Marks : 70

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

1. What do you understand by Brand Building ?
Explain the significance of branding for a retailer. 10
2. 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
3. When do brand extensions have a negative impact ? Justify your answer with suitable examples. 10
4. What are the advantages and disadvantages to retailers who carry licensed brands ? 10

5. Briefly explain the possible areas where market research can be applied in retail branding with the help of suitable examples. 10
6. “Branding can be especially important in the retailing industry to influence customer perceptions and drive store choice and loyalty.” Justify the statement with suitable examples. 10
7. Explain the terms Generic brands, Individual brands and Family brands. Give relevant examples. 10
8. Write short notes on any **two** of the following : $2 \times 5 = 10$
- (a) Brand Equity
 - (b) Brand Loyalty
 - (c) Brand Personality
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