

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

**Term-End Examination**

**December, 2017**

00260

**MFW-072 : RETAIL BRANDING**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. Define the term Brand. How do you differentiate between a product and a brand ? 10
2. Explain the concept of co-branding with relevant examples. 10
3. Explain the term Brand Hierarchy with suitable examples. 10
4. What are the different criteria for choosing brand elements for a product ? 10

5. How can a brand generate strong loyalty of customers ? Give relevant examples. 10
6. Explain the concept of brand identity. What are the components of brand identity ? 10
7. What is Brand Extension ? Explain with the help of an example from Indian retailing. 10
8. What do you understand by a strong brand ? Discuss its characteristics. 10
9. “Products are made in the factory, but brands are created in the mind.” Explain in detail. 10
10. Write short notes on the following :  $4 \times 2 \frac{1}{2} = 10$
- (a) Private Labels
  - (b) Brand Positioning
  - (c) Store Atmosphere
  - (d) Umbrella Branding
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