

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

00515

Term-End Examination

June, 2012

MFW-020 : RETAIL BRANDING

Time : 3 hours

Maximum Marks : 70

Note : Answer any seven questions.

All questions carry equal marks.

1. Why Store Brand Penetration varies by Retailers ? Explain with suitable examples. 10
2. Discuss the demand for Branded and unbranded products. 10
3. Explain the reasons for substantial delay in consumer decision making with respect to Branding. 10
4. Describe in detail the concept of a Retail Brand with the help of suitable examples. 10
5. How do you define a "Brand" ? What are the differences between a brand and a product ? Mention the differences clearly by giving suitable examples. 10

6. Discuss the pros and cons of carrying the retailer's own brands. 10
 7. Analyse the retail branding strategies in a specific product category in the context of a retailer dealing in exclusively private label products. 10
 8. When do Brand extensions have a negative impact ? Justify your answer with suitable examples. 10
 9. Explain in brief the influence of Store Aesthetics on evaluation of Private label brands. 10
 10. What makes consumers pay more for National brands than for private labels ? Image or quality ? Justify your answer with suitable examples. 10
-