

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

Term-End Examination

June, 2012

MFW-072 : RETAIL BRANDING

Time : 3 Hours

Maximum Marks : 70

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- Note :* 1. *Attempt any seven questions.*
2. *All questions carry equal marks.*
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1. How do you define a Brand ? What are the difference between a brand and a product ? Mention the difference clearly giving suitable examples. 10
2. How branding has evolved during the various time periods ? Mention the relevant examples of this evolution in Indian and American markets. 10
3. Explain the decision of "To Brand or not to Brand" in the major brand decisions by giving suitable examples. 10
4. Explain the decision of "Brand sponsors" in the major brand decisions by giving suitable examples. 10

5. Explain the "Brand Name Decision" in the major brand decisions by giving suitable examples. 10
 6. What are flanking brands ? How are they important for the success of an MNC firm ? Explain by giving suitable examples. 10
 7. Write an explanatory note on shifting Power Balance in the Indian Retail Industry. Quote three cases to prove this shift. 10
 8. What do you understand by the phrase "Store as a Brand" ? Explain the concept with the help of relevant examples. 10
 9. Explain Brand positioning. How can perceptual Mapping be used for Brand positioning ? 10
 10. What is Brand Repositioning ? Explain it with the help of at least five examples each from Indian as well as foreign brands. 10
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