

**B.A. IN FASHION COMMUNICATION (BAFC)**

**Term-End Examination**

**June, 2012**

**BFM-020 : FASHION BRANDING**

*Time : 3 hours*

*Maximum Marks : 100*

- Note :**
- (i) *Question paper has three sections.*
  - (ii) *Attempt all sections.*
  - (iii) *Internal choice is indicated.*

**SECTION-A**

Short Answers (Attempt *any three*)

**5x3=15**

1. What are the various purpose of Branding ?
  
2. Does a brand always identify the source of a product ? Give examples of the types of products that are difficult to brand.
  
3. What are the steps involved in Brand Positioning ?
  
4. What are the main responsibilities of a Brand Manager ?

## **SECTION-B**

(Question 5 is compulsory)

5. What is Brand Personality ? Explain the role of communication strategy in Brand Personality. Use any one case study of an existing brand to explain. **30**

## SECTION-C

(Long Answers)

(Question 6 is compulsory. Answer *any four* questions out of questions 7 - 11)

6. Write notes on *any three* 5x3=15
- (a) Celebrity Endorsement
  - (b) Brand Identity
  - (c) How brands become synonym to products
  - (d) Human appeal.
7. What is a Brand ? What is the importance of Brand Management ? 10
8. What is Brand Equity ? Compare any two brands of similar product and explain. 10
9. Explain how culture effects the buying behaviour of a market. 10
10. What is Marketing ? What are the P's of Marketing ? 10
11. What are mission statements ? Construct a mission statement for a high fashion apparel brand. 10