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

**Term-End Examination**

**June, 2013**

**MFW-020 : RETAIL BRANDING**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Attempt **any seven** questions. Each question carries 10 marks.*

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1. (a) Explain the term Brand. 4+6  
(b) A brand is a complex symbol that can convey upto six levels of meanings. Discuss in detail.
  
2. Why do people prefer brands ? List the various 10 benefits of branding.
  
3. (a) "Products are instantly meaningful but 5+5 brands become meaningful over time". Explain.  
(b) Enumerate the differences between Products and Brands.
  
4. Discuss Maslows Hierarchy of Needs. Explain 10 with the help of suitable examples.

5. What are the various steps involved in the brand development process. Explain with the help of suitable examples. 10
6. What do you understand by private labels ? Discuss the various advantages and disadvantages of carrying private labels by retailers. 10
7. Explain the terms Mass market brand, Niche brand and Signature brand. Give relevant examples. 10
8. Write Short Notes on : 5+5  
(a) Co - branding  
(b) Brand Equity
9. Sponsorships help create brand personality. Discuss with the help of suitable examples. 10
10. "A good positioning strategy clearly differentiates a brand from all competing brands". Discuss the meaning of brand positioning. What are the key issues in brand positioning ? 10
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