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

**Term-End Examination**

**June, 2013**

**MFW-072 : RETAIL BRANDING**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *All questions carry equal marks.*

*Attempt any (7) seven questions.*

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1. Define the term 'brand'. How do you differentiate between a product and a brand ? 10
2. What are brand elements ? What is the criteria of choosing these elements for a brand ? 10
3. Elaborate the concept of co-branding with relevant examples. 10
4. What is brand positioning ? On what basis is positioning done for a brand ? 10

5. What is the meaning of the term 'brand architecture' ? Discuss. 10
  6. Pick up two brands from the same product category and explain how does the positioning strategy for one differs from other. 10
  7. What is 'Umbrella Branding' ? Explain it with suitable examples. 10
  8. What is the process of building a strong brand ? Discuss. 10
  9. Discuss how a brand can enhance its brand equity. Give relevant examples. 10
  10. Are all the brands capable of achieving resonance with the customer ? Give reasons and examples to support your answer. 10
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