

B.A. IN FASHION COMMUNICATION (BAFC)

Term-End Examination

June, 2013

BFM-020 : FASHION BRANDING

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any six from question no. (1 to 7).

(ii) Question no.8 is compulsory.

Attempt any 6 (six) from question no. (1 to 7) :

15x6=90

1. Customer analysis and Competitor analysis is 15
essential for a marketing strategy. Explain.
2. Branding gives a new identity to a product. 15
Explain.
3. Comment on developing a brand vis-a-vis 15
developing a product.
4. What is Brand Equity ? Compare any two brands 15
of similar product and explain in detail.

5. What is meant by "relaunching a brand" ? 15
Explain in detail.
6. What are brand elements ? Explain. 15
7. Discuss any 4 characteristics of a good brand name and the importance of a good brand name. 15
8. Complete the following using appropriate words or phrases : 1x10=10
- (a) Those who manage a brand are called 1
_____.
- (b) When two companies form an alliance to 1
create a joint marketing strategy for a brand,
it is called _____.
- (c) When a brand sells through more than one 1
medium, we call it _____.
- (d) A private label is _____. 1
- (e) When a brand ventures into other 1
products/services than the existing one, the
process is called _____.

- (f) Stamping cattle to tell one person's cattle from another's is the first example of _____ 1
- (g) A _____ is the one associated with a commodity while a "concept brand" is the one associated with an abstract concept. 1
- (h) _____ comprises of elements that identifies a product or service and its relation to consumers/market. 1
- (i) How the market thinks about a brand or perceives it, is called _____. 1
- (j) Name, logo, shape, tagline, etc. are examples of _____. 1
- _____