

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

Term-End Examination

00234

June, 2014

MFW-020 : RETAIL BRANDING

Time : 3 hours

Maximum Marks : 70

Note : Answer any *seven* questions. **All** questions carry equal marks.

1. What are the advantages and disadvantages to retailers who carry licensed brands ? 10
2. Describe few reasons for the popularity of store brands in recent years. 10
3. What are the differences between fashion, fad and staple ? How should a buyer manage these types of merchandise differently ? 10
4. Elaborate the significance of Retail Branding in the Indian context. What are the factors that contribute to the growth of the organised retailing sector in India ? 10

5. Giving suitable examples, briefly explain the possible areas where Marketing Research can be applied in Retail Branding. 10

 6. What do you understand by “Flanking Brands” ? How are they important for the success of an MNC firm ? Explain with suitable examples. 10

 7. “Branding can be especially important in the retailing industry to influence customer perceptions and drive store choice and loyalty” – Justify the statement with suitable examples. 10

 8. Discuss the demand for branded and unbranded products. 10

 9. Describe the pros and cons of carrying the retailer’s own brands. 10

 10. Explain in brief the influence of Store Aesthetics on evaluation of Private Label brands. 10
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