

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

Term-End Examination

00308

June, 2015

MFW-020 : RETAIL BRANDING

Time : 3 hours

Maximum Marks : 70

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

1. Why does Store Brand Penetration vary by retailers ? Explain with suitable examples. 10
2. Explain the reasons for substantial delay in consumer decision-making with respect to Branding. 10
3. How do you define "Brand" ? What are the differences between a brand and a product ? Mention the differences clearly, by giving suitable examples. 10
4. Analyse the retail branding strategies in a specific product category in the context of a retailer dealing in exclusively private label products. 10

5. Explain in brief the influence of Store Aesthetics on evaluation of private label brands. 10

 6. "Products are instantly meaningful but brands become meaningful over time." Justify the statement with suitable examples. 10

 7. What are the various steps involved in the brand development process ? Explain with the help of suitable examples. 10

 8. Explain the terms "Mass market brand", "Niche brand" and "Signature brand". Give suitable examples of each. 10
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