

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

Term-End Examination

June, 2015

00246

MFW-072 : RETAIL BRANDING

Time : 3 hours

Maximum Marks : 70

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

1. What is the process of building a strong brand ? 10
2. Explain the concept of co-branding with relevant examples. 10
3. Elaborate on the concept of umbrella branding. 10
4. Are all the brands capable of achieving resonance with its customers ? Why ? Explain. 10
5. Explain the term Brand Hierarchy with suitable examples. 10
6. How can brands be managed by a firm for a long period of time ? 10

7. What is Brand Positioning ? On what basis is positioning done for a brand ? 10
 8. Distinguish between co-promotion and co-branding. 10
 9. How can a brand enhance its equity ? 10
-