

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

Term-End Examination

June, 2011

MFW-072 : RETAIL BRANDING

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions.

All questions carry equal marks.

1. How do you define a Brand ? What are the differences between a Brand and a product ? Mention the differences clearly giving suitable examples. 10
2. How Branding has evolved during the various time periods ? Mention the relevant examples of this evolution in Indian and American markets. 10
3. Explain the decision "To Brand or not to Brand" in the major brand decisions by giving suitable examples. 10
4. Explain the decision of "Brand Sponsors" in the major brand decisions by giving suitable examples. 10
5. Explain the "Brand name decision" in the major brand decisions by giving suitable examples. 10

6. What are flanking brands ? How are they important for the success of an MNC firm ? Explain by giving suitable examples. 10
7. Write an explanatory note on shifting power balance in the Indian Retail Industry. Quote three cases to prove this shift. 10
8. What do you understand by the phrase "Stores as a Brand" ? Explain the concept with the help of relevant examples. 10
9. Explain Brand positioning. How can perceptual mapping be used for brand positioning ? 10
10. What is Brand Repositioning ? Explain it with the help of atleast five examples from Indian as well as foreign brands. 10
11. Explain the strategy of line extension followed during the major branding decisions. Explain it giving suitable examples, features, advantages and disadvantages. 10
12. What is brand personality ? What are its various dimensions ? Explain them in detail giving suitable examples of brand Ambassadors and brands they are endorsing. 10