

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (2015 to 2017) (Sem.-3)

BRAND MANAGEMENT

Subject Code : MSc.FMM-301

Paper ID : [A3183]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY carrying TWENTY marks.**
2. **SECTION-B consists of THREE Sub-sections : Units-I, II, III.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt ONE question from EACH UNIT and FOURTH question from any Unit.**

SECTION-A

Q1 Answer briefly :

- i) What is Brand Positioning?
- ii) What are the main responsibilities of a Brand manager?
- iii) Differentiate between Product and Service.
- iv) What is meant by Mass Marketing?
- v) What is Merchandise Management?
- vi) What is Brand Loyalty?
- vii) What do you mean by Brand Extensions?
- viii) What is Retail Branding?
- ix) What are the key drivers of successful Private Labeling?
- x) What do you understand by Brand Personality?

SECTION-B

Unit-I

- Q2 Discuss the main stages in the consumer decision making process for selecting a brand.
- Q3 Discuss in detail the various steps involved in the Brand Management Process.

Unit-II

- Q4 What should be a company's strategy for strong brand Equity?
- Q5 Discuss the Communication Strategy. Explain the role of Communication Strategy in Brand Personality.

Unit-III

- Q6 Discuss in detail the Classification of products and Services.
- Q7 Discuss the Brand Positioning of three Indian Brands of your choice. What strategy should be followed to turn these Indian Brands into Global Brands?