

- Q.31 What is the role of a brand? Explain.
- Q.32 Discuss the benefits of brand promotion for society.
- Q.33 Explain retail advertising.
- Q.34 Write a note on brand promotion by retail air, exhibition etc.
- Q.35 What is the scope of branding?

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x10=20)

- Q.36 Write note on:
- a) brand Association
 - b) Branding Techniques
- Q.37 What is brand promotion? Elaborate various methods used for brand promotion.
- Q.38 Discuss in detail how to develop and communicate the positioning strategy.

No. of Printed Pages : 4
Roll No.

186752-R/126752-R
/106763-R

DBM

Subject:- Retail Brand Management

Time : 3Hrs.

M.M. : 100

SECTION-A

Note: Multiple choice questions. All questions are compulsory (10x1=10)

- Q.1 _____ refers to consumer's predisposition towards certain brands
- a) Brand preference b) Brand personality
- Q.2 Spreading awareness about brand through various media like T.V, radio etc is called _____
- a) Advertising b) publicity
- Q.3 Brand extension is the use of an established brand name in new product categories. (T/F)
- Q.4 _____ are the attributes of brand which come into consumer mind when we talk about brand.
- a) Brand awareness b) Brand association
- Q.5 Brand positioning creates market differentiation. (T/F)

- Q.6 A product not associated with a national or private brand name is called a _____
 a) Generic brand b) Mega brand
- Q.7 Branding helps in getting a competitive advantage. (T/F)
- Q.8 Brand awareness consists of brand recognition & brand _____
 a) Growth b) Recall
- Q.9 _____ is the value that your brand brings your company
 a) Brand Equality b) Brand Awareness
- Q.10 Ability to identify a brand, recall its performance & compare it with brands is called _____
 a) Brand awareness b) Brand portfolio

SECTION-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 Brand Heritage.
- Q.12 Brand Personality.
- Q.13 Brand Extension.
- Q.14 Define advertising.

(2) 186752-R/126752-R
 /106763-R

- Q.15 Write one benefit of brand promotion of society.
- Q.16 Define Brand positioning.
- Q.17 Define Brand Extension.
- Q.18 What is umbrella branding.
- Q.19 Define Brand orientation.
- Q.20 Industry Analysis.

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

- Q.21 Write the features of salesmanship.
- Q.22 Explain positioning strategy.
- Q.23 Explain in brief various branding techniques.
- Q.24 Define retail branding. Write the significance of retailing.
- Q.25 How is brand strategy devised?
- Q.26 On what basis brand association is formed? Explain.
- Q.27 What are the benefits of brand promotion to ensure?
- Q.28 Why is brand positioning important?
- Q.29 Write a note on brand loyalty.
- Q.30 Define brand equity. How brand equity is built.

(3) 186752-R/126752-R
 /106763-R