

- Q.26 What are the roles of a brand?
 - Q.27 How is salesmanship different from personal selling?
 - Q.28 What is brand association and brand extension?
 - Q.29 What is the importance of brand positioning?
 - Q.30 Write a note on retail advertising.
 - Q.31 What is the scope of branding?
 - Q.32 Write a note on contract branding.
 - Q.33 How brand promotion is done through retail fairs and exhibitions?
 - Q.34 Explain in brief the brand building process.
 - Q.35 Explain the features of salesmanship.

SECTION-D

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

- Q.36 Write note on:-

 - a) Publicity by outdoor activities
 - b) Retail Advertising

Q.37 What is a brand? Discuss the branding techniques in detail.

Q.38 Define brand equity. Explain how branding strategy is developed in detail.

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5th Sem / Branch : DBM, DBM (IPM)

Subject:- Retail Brand Management

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 A customer will choose a brand based on how compelling the _____ was as compared to other brands.

a) Difference b) Similarity

c) Sameness

Q.2 _____ are musical tune or song used in advertising which is easy to remember by the consumers.

a) Punch lines b) Slogans

c) Jingles

Q.3 _____ is the human characteristics or traits that can be attributed to a brand.

a) Brand personality b) Brand Image

c) Brand Equity

Q.4 Which of the following is not an objective of Brand management?

a) To establish an identity for product or a group of products

b) To establish an identity for the product or a group of products

c) To do telly calling and acquire sales

- Q.5 A brand is defined as an _____ asset.
 a) Tangible b) Intangible
- Q.6 Brand element is also known as _____.
 a) Awareness b) Recall
 c) Identity d) Image
- Q.7 Packaging is called as the _____ P of marketing mix.
 a) First b) Thirst
 c) Fourth d) Fifth
- Q.8 Brand awareness consists of brand recognition and brand _____.
 a) Growth b) Recall
 c) Presence
- Q.9 In channel of distribution, particularly _____ are able to create an image of their store in the minds of the customer.
 a) Wholeseller b) Retailer
 c) Distributor
- Q.10 Brand knowledge refers to brand _____.
 a) Awareness b) Recall
 c) Personality

SECTION-B

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

- Q.11 Brand positioning creates market differentiation. (T/F)

- Q.12 Brand element is also known as _____. (identity/image)
- Q.13 Define promotion.
- Q.14 What is salesmanship?
- Q.15 State one role of brand.
- Q.16 _____ shows how long they have been buying and how they may buy. (Customer loyalty/Brand loyalty)
- Q.17 3 C's of branding are clarity, consistency and constancy. (T/F)
- Q.18 Brand extension is not related to use of an established brand name in new product categories. (T/F)
- Q.19 _____ is used to identify the brand, to enhance brand awareness and to facilitate unique brand associations. (brand element / brand identity)
- Q.20 Quality is more important in brand equity. (T/F)

SECTION-C

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

- Q.21 Write the significance of retail image.
- Q.22 Explain the brand building process in brief.
- Q.23 How is brand positioning strategy developed and communicated?
- Q.24 What are the objectives of brand loyalty?
- Q.25 How the brand equity is built?