

- 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:-
- Publicity by outdoor activities
  - 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.
- Difference
  - Similarity
  - Sameness
- Q.2 \_\_\_\_\_ are musical tune or song used in advertising which is easy to remember by the consumers.
- Punch lines
  - Slogans
  - Jingles
- Q.3 \_\_\_\_\_ is the human characteristics or traits that can be attributed to a brand.
- Brand personality
  - Brand Image
  - Brand Equity
- Q.4 Which of the following is not an objective of Brand management?
- To establish an identity for product or a group of products
  - To establish an identity for the product or a group of products
  - To do telly calling and acquire sales

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- 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 is 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 is developed and communicated?
- Q.24 What are the objectives of brand loyalty?
- Q.25 How the brand equity is built?