

SECTION-C

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

- Q.21 Explain the four brand development strategies.
- Q.22 What are the 5 C's of branding?
- Q.23 What is devising a branding strategy?
- Q.24 What are the objectives of brand loyalty?
- Q.25 What are the key factors of brand loyalty?
- Q.26 What are the major tools of promotion?
- Q.27 What is retail advertising?
- Q.28 How to build a retail marketing plan for your retail store?
- Q.29 What is brand building?
- Q.30 Why is brand building so important?
- Q.31 What is the Significance of Retail Image.
- Q.32 Why is building brand awareness important?
- Q.33 Characteristics of Brand Loyalty.
- Q.34 How Important is Brand Positioning?
- Q.35 Difference between Brand Equity & Brand Positioning.

SECTION-D

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

- Q.36 What is a brand Strategy? How to build a brand strategy.
- Q.37 What is retail advertising? What are the major tools of promotion?
- Q.38 Write a short note on :
 - a) Brand awareness
 - b) Brand loyalty

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

Sub.: Retail Brand Management

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 If a company introducing a new brand under the source brand or endorsing brand strategy to gain the benefits of brand power. You again are in a position to charge a _____.
 - a) Premium price
 - b) Skimming price
 - c) Market based price
 - d) Retail price
- Q.2 The functional risk of brand is related to _____.
 - a) Price
 - b) Performance
 - c) Social image
 - d) Our self concept
- Q.3 _____ is either the head of marketing department or a major brand and is responsible for the brand strategy and its implementation important for complete performance of the brand.
 - a) Chief brand officer
 - b) Chief Executive officer
 - c) President of company
 - d) Director of Company
- Q.4 A differentiated product may be unique in the marketplace, but it will only be successful under which of the following circumstances?
 - a) If it satisfies customers needs
 - b) If the price differential is minima
 - c) If the brand can be classed as inspirational
 - d) Differentiated products will always be successful

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- Q.5 Choosing a suitable international brand name is an important, but often difficult, part of the process that creates a strong and distinctive brand. which of the following statements about choosing a name for a new soft drink is UNTRUE?
- The name should be memorable and easy to pronounce
 - The name must be checked by experts to ensure it doesn't infringe on another company's brand name
 - The name should have positive associations with the benefits and features of the product
 - The brand name must be modern and contemporary
- Q.6 Which of the following is the indicator of brand strength?
- Brand reputation
 - Patents and rights
 - Perceived brand values
 - Growth rate
- Q.7 There are lot of customers have the knowledge of brand. They are inclined to be bound into a contract. A customer bound by a contract is known as _____.
- Loyal customer
 - Difficult customer
 - Potential customer
 - Finicky customer
- Q.8 Which one of the following is the best example of implicit promise?
- Personal computer
 - Furniture
 - Green Tea
 - Crockery
- Q.9 The main objective of the management is _____.
- Profitability
 - Sales growth
 - Return on investment
 - All of these

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- Q.10 In retailing there is a direct interaction with _____.
- Producer
 - Customer
 - Wholesaler
 - All of these

SECTION-B

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

- Q.11 Tele marketing is part of _____
- Q.12 The is the biggest possible medium and has the quickest and the deepest reach throughout the globe.
- Q.13 Delivery service offered by restaurants and other food chains in our market on phone calls are examples of.
- Q.14 Duration of _____ should be short and should not be repeated too often.
- Q.15 _____ evokes a hierarchical set of customer response effects i.e. Building awareness, comprehension, intentions and actions.
- Q.16 _____ is a mode of direct marketing owes to well structured communications in the form of catalogs.
- Q.17 _____ is when customers continue to purchase from the same brand over and over again, despite competitors offering similar products or services.
- Q.18 A _____ is when a company uses one of its established brand names on a new product or new product category.
- Q.19 A brand strategy is a plan of action that an organization uses to develop and maintain its brand while defining the company's purpose, vision and culture.
- Q.20 _____ refers to the level of familiarity consumers have with a particular brand.

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