

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?

 - a) The name should be memorable and easy to pronounce
 - b) The name must be checked by experts to ensure it doesn't infringe on another company's brand name
 - c) The name should have positive associations with the benefits and features of the product
 - d) The brand name must be modern and contemporary

Q.6 Which of the following is the indicator of brand strength?

 - a) Brand reputation
 - b) Patents and rights
 - c) Perceived brand values
 - d) 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 _____.

 - a) Loyal customer b) Difficult customer
 - c) Potential customer d) Finicky customer

Q.8 Which one of the following is the best example of implicit promise?

 - a) Personal computer b) Furniture
 - c) Green Tea d) Crockery

Q.9 The main objective of the management is _____.

 - a) Profitability
 - b) Sales growth
 - c) Return on investment
 - d) All of these

- Q.10 In retailing there is a direct interaction with _____.
a) Producer b) Customer
c) Wholesaler d) 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.