

## V32/MFD201/EE/20160518

Time : 3 Hours

Marks : 80

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### Instructions :

1. All Questions are Compulsory.
  2. Each Sub-question carry 5 marks.
  3. Each Sub-question should be answered between 75 to 100 words. Write every questions answer on separate page.
  4. Question paper of 80 Marks, it will be converted in to your programme structure marks.
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1. Solve any **four** sub-questions.
  - a) Brand management-focus on public relations. Explain. 5
  - b) Explain the following: 5
    - i) Brand Equity
    - ii) Brand identity
  - c) Write a note on “Brand Positioning”. 5
  - d) Write the types of Brands. 5
  - e) Write note on “Fashion Merchandising Process”. 5
2. Solve any **four** sub-questions.
  - a) The designer as a Fashion Brand. Explain. 5
  - b) Write note on “Flagship Stores”. 5
  - c) Explain the following terms: 5
    - i) Brand extension
    - ii) Co-branding
  - d) Explain the factors affecting brand potential. 5
  - e) Explain private labeling. 5

3. Solve any **four** sub-questions.
- a) What are the liabilities in brand equity? 5
  - b) Write note on “Communication for a Fashion Brand.” 5
  - c) Explain the terms: 5
    - i) Trademark
    - ii) Cost-driven brands
  - d) Compare a Flagship store and a speciality store. 5
  - e) Explain in brief “Protecting Brand”. 5
4. Solve any **four** sub-questions.
- a) State the advantages of Private Labels. 5
  - b) Write note on Fashion Marketing. 5
  - c) Explain Brand image and brand identity. 5
  - d) Explain the role of communication strategy in brand personality. 5
  - e) Explain in short “Advertising and Positioning”. 5

