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Total No. of Pages: 02

Total No. of Questions: 07

**Master of Science (Fashion Marketing Management)(Sem.–3)**

**BRAND MANAGEMENT**

**Subject Code : MSFMM301-18**

**M Code : 76710**

**Date of Examination : 14-12-22**

**Time: 3 Hrs.**

**Max. Marks: 60**

**INSTRUCTIONS TO CANDIDATES:**

1. **SECTION-A is COMPULSORY and Students have to attempt TEN questions carrying TWO marks each.**
2. **SECTIONS-B consists of THREE Sub-sections : Units-I, II, & III. Each Sub-section contains TWO questions each, carrying TEN marks each.**
3. **Students have to attempt FOUR questions in all from SECTION-B, selecting at least ONE question from each Sub-section.**

**SECTION-A**

1. Define the following :

- a) Product range
- b) Tagline
- c) Service brand
- d) Brand management
- e) Packaging
- f) Brand equity
- g) Logo
- h) Value proposition
- i) Umbrella brand strategy
- j) Difference between brand positioning and repositioning

## **SECTION-B**

### **UNIT I**

2. What is brand building? Describe the process of brand building in detail.
3. Explain the following:
  - a) Compare product and service brand.
  - b) Different branding options

### **UNIT-II**

4. Describe the brand identity six facet prism in detail.
5. What is brand equity? Explain its components and importance in building brand image.

### **UNIT-III**

6. Write in detail about the important decisions in developing brand strategies.
7. Why brand repositioning is needed for a successful business? Explain various repositioning strategies.

**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**