

**B.TECH DEGREE EXAMINATIONS: NOV/DEC 2010**

Seventh Semester

**TEXTILE TECHNOLOGY (FASHION TECHNOLOGY)**

U07FTE12: Apparel Brand Management and Advertising

**Time: Three Hours**

**Maximum Marks: 100**

**Answer All Questions: -**

**PART A (10 x 1 = 10 Marks)**

1. For consumers, branding helps in reducing \_\_\_\_\_
  - a. consumer risk
  - b. purchase risk
  - c. functional risk
  - d. aesthetic risk
2. Tertiary Branded products are \_\_\_\_\_
  - a. generally market leaders and first to appear in the consumers mind
  - b. generally second priority in consumers mind
  - c. market leader and second priority in consumers mind
  - d. low priced or competitively priced
3. Retailer Brand
  - a. product manufactured and sold by retailer
  - b. product sourced and sold by retailer
  - c. product manufactured and sold by manufacturer
  - d. product sourced and sold by manufacturer
4. Line branding refers to \_\_\_\_\_
  - a. no.of products that are completely different from each other
  - b. no.of products that are complementary with each other
  - c. no.of products in the same price range
  - d. no.of products that are kept in the same shelf.
5. Co-Branding is \_\_\_\_\_
  - a. joint promotion between two nations
  - b. joint promotion between two companies
  - c. giving discount products with main product
  - d. giving free complements with main product.
6. Corporate dominant global branding is meant for \_\_\_\_\_
  - a. fast food products
  - b. capital products
  - c. large range of products
  - d. limited range of products



(b) Differentiate between technology branding and consumer branding.

23. (a) (i) Define a global brand. (4)

(ii) Discuss on effectiveness of Co-branding and licensed branding methodologies for global market. (10)

**(OR)**

(b) Discuss the role of product manager and brand manager in brand management.

24. (a) Explain with examples various types of advertising media and their effectiveness.

**(OR)**

(b) Discuss the method of creating an advertisement and planning its launch and assessing effectiveness of advertisement appeal

25. (a) Discuss the various components of advertisement budget and method of maintaining the cost within the budget.

**(OR)**

(b) Give an account on Advertising agencies and ethics in Advertising.

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