

	<b>Register Number:</b> .....
<b>B.TECH DEGREE EXAMINATIONS: NOV/DEC 2012</b>	
Seventh Semester	
<b>FASHION TECHNOLOGY</b>	
<b>FTY220: Apparel Brand Management</b>	

**Time: Three Hours**

**Maximum Marks: 100**

**Answer all the Questions:-  
PART A (10 x 1 = 10 Marks)**

1. What's the USP of "Nike"?
  - A. Armature Athletes
  - B. Professional Athletes
  - C. Artists
  - D. Industrialists
  
2. State the DNA of "Levis".
  - A. Sportsmanship
  - B. Youthful optimism and pioneering energy
  - C. Professionalism
  - D. Perfectionist
  
3. What's the difference between brand image and brand identity?
  - A. Company wants to portray is brand identity and customer's perception is brand image
  - B. Company wants to portray is brand image and customer's perception is brand identity
  - C. Company wants to portray is brand identity and brand image
  - D. Customer's perception is brand identity and brand image
  
4. Split loyals are generally loyal to ----- brands.
  - A. All
  - B. Few
  - C. Always changing
  - D. None
  
5. Brand registration and trademark in India is generally looked after by
  - A. CGPDTM
  - B. DGCA
  - C. DGFT
  - D. CAG

6. Which brands will deal with the rapid changes in buying criteria and expectations

- A. Consumer branding
- B. Umbrella branding
- C. Technology branding
- D. Retail branding

7. Difference between branding and advertising is:

- A. Branding is a smaller part of advertisement
- B. Advertisement is a blunt instrument of branding
- C. Branding is a part of promotional mix
- D. Both are same

8. 4P's correspond to the ----- model in marketing mix.

- A. Producer-oriented model
- B. Consumer-oriented model
- C. Compass model
- D. Real time model

9. ----- advertising appeal refers to creating feeling of desire or envy for product.

- A. Adventure appeal
- B. Scarcity appeal
- C. Bandwagon appeal
- D. Snob appeal

10. An apparel's advertising campaign costs Rs. one lakh and the audience watched estimated are ten thousand, then what's CPM for that campaign?

- A. 100
- B. 1000
- C. 10000
- D. 100000

**PART B (10 x 2 = 20 Marks)**

11. What are the basic concepts of branding?

12. What do you mean by intellectual property rights?

13. Classify brand extension.

14. Enlist the advantages and disadvantages of global branding.

15. What do you understand by the term “Cult Brand”?
16. Why advertising becomes a necessity even for established brands?
17. Name top four advertising agencies in India.
18. Illustrate the logos of Gucci & Polo brands.
19. Define “media mix”.
20. How do you evaluate the media plan?

**PART C (5 x 14 = 70 Marks)**

21. a. (i) How loyalty is related to brand’s significance and size of expenditure? (7)  
(ii). “Risk is necessary in business, but managed risk is usually best”. Justify the statement. (7)  
(OR)  
(b). Describe in detail the process of brand positioning with proper examples.
22. (a). Elaborate on the various brand building procedures.  
(OR)  
(b). “Brand needs to extend their portfolio”. Support the statement with wide variety of extensions.
23. (a). Analyze the various “International Branding Strategies” in detail.  
(OR)  
(b). Summarize the recent trends in brand management.
- 24.(a). Critically evaluate the role of advertising on economic and ethical aspects.  
(OR)  
(b). How will you ensure that your advertising agency will get the best out of you?
25. a) Design an effective & efficient media plan for an apparel industry.  
(OR)  
b) Explain in detail the various budgeting methods for advertisement.

--End of Question Paper—