

B.TECH DEGREE EXAMINATIONS: MAY/JUNE 2013

Sixth Semester

FASHION TECHNOLOGY

FTY220: Apparel Brand Management

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. Developing a product or service involves defining the benefits that it will offer,. These benefits are communicated and delivered by _____ such as quality, features, style and design
 - a) marketing tools
 - b) product attributes
 - c) product mixes
 - d) consumer products
2. A key element in a company's relationship with consumers, a _____ represents consumers' perceptions and feelings about a product and its performance.
 - a) product experience
 - b) service
 - c) product attribute
 - d) product line
3. The strongest brands go beyond attributes or benefit positioning; they are positioned on _____
 - a) strong beliefs and values
 - b) desirable benefit
 - c) customer image
 - d) good packaging
4. Brand names and identity advertising are methods that advertisers use to encourage consumers to
 - a) Make distinctions among products that are very similar
 - b) Reach their demographic potential
 - c) Perceive hidden messages
 - d) Satisfy subconscious motivations
5. A brand manger _____
 - a) Explores fabrics to be sourced for the product
 - b) Researches on design research
 - c) Explores marketing strategies
 - d) Involves in test marketing the products
6. overall brand development strategy is done by formulating _____and then aligning them with _____
 - a) market research, market segments
 - b) brand objectives, customer expectations
 - c) customer expectations, brand objectives
 - d) market segments, market research

22. a) Enumerate the techniques of brand building followed for apparel products
(OR)
b) Discuss the various influencing factors and guidelines for brand extension

23. a) Elucidate on the various branding strategies used for global branding
(OR)
b) Elaborate on the various trends in brand management

24. a) Elaborate on the objectives, economic aspects and ethics to be followed in advertising.
(OR)
b) Discuss the various operations involved in an advertising business

25. a) Explain the various factors to be considered in selecting effective advertising media.
(OR)
b) Explain the various strategies used in administering an advertisement budget
