

B.TECH. DEGREE EXAMINATIONS: APRIL/MAY 2014

(Regulation 2009)

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. Which of the following is not a brand identity _____
 - a) Name
 - b) Organization
 - c) Symbol
 - d) Cost
2. The Primary Brand of a company will be _____ product
 - a) Low priced
 - b) Flag ship
 - c) High discount
 - d) Outer wear
3. Brand Extension refers to _____
 - a) Increasing the price of the product
 - b) Introducing new product in the same brand name
 - c) Extending the life of the product
 - d) Maintaining the same brand for a long time
4. Brand promise refers to _____
 - a) Assurance by manufacturer that brand will fulfill all stated features
 - b) Assurance by manufacturer that brand will be retained for long time
 - c) Assurance by retailer that brand will fulfill all stated features
 - d) Assurance by retailer that brand will capture high market share
5. To launch an International brand _____ is essential
 - a) Corporate logo
 - b) Cross country relationship
 - c) Brand ambassador
 - d) International compliance
6. Co-Branding refers to _____
 - a) Combining of two process
 - b) Lancing a new brand in the same market
 - c) Combining of two technique
 - d) Combining of two brands
7. Role of advertisement in brand marketing is to _____
 - a) Determine type of product
 - b) Determine type of consumer
 - c) Communicate the value of brand to consumer
 - d) Calculate product cost

8. The main purpose of advertising is _____
 - a) Increase Profit
 - b) Increase Brand Image
 - c) Increase Turnover
 - d) Reduce Product cost
9. Which advertising mode is best suitable for a Apparel product
 - a) Radio
 - b) Magazine
 - c) Television
 - d) Pamphlet
10. _____ is not a budget allocation method for advertising
 - a) Percentage of Sales method
 - b) Objective and Task method
 - c) Product durability method
 - d) Market Share method

PART B (10 x 2 = 20 Marks)

11. Define IPR.
12. State the importance of Brand Loyalty.
13. Differentiate between consumer branding and technology branding.
14. For an apparel product which type of branding is suitable?
15. What are the basic reasons that contribute to the brand extension?
16. Enlist various methodologies adopted in promoting a global brand.
17. Mention the role of a brand manager in an apparel industry.
18. State the objectives of Advertising.
19. Mention few ethics that are to be adhered while implementing an advertisement plan.
20. Which type of advertisement mode is suitable for an international brand?

PART C (5 x 14 = 70 Marks)

21. a) Explain brand development strategies.

(OR)

- b) Discuss on brand positioning and product positioning process.

22. a) Compare and contrast Corporate and Retail branding

(OR)

- b) What do you mean by brand extension discuss on their advantages and disadvantages?

23. a) Discuss on the International Branding strategy.

(OR)

b) Elaborate on the factors that influences the brand value.

24. a) Explain in detail on various components of Advertisement plan and their basic principles.

(OR)

b) What is the relationship between advertising expenditures and its impact on product promotion?

25. a) How will you combine advertising and marketing mix?

(OR)

b) Enlist the different medias available for advertising apparel and Analyse the pros and cons.
