



B.TECH. DEGREE EXAMINATIONS: MAY 2015

(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. Trade Mark is _____
 - a) Physical parameters of product
 - b) Functional parameters of product
 - c) Manufacturer of product
 - d) Seller of product
2. Product positioning is influenced by
 - a) Price
 - b) Competitor
 - c) Quality
 - d) Quantity
3. An example for franchise branding is _____
 - a) Otto shirts
 - b) Arrow shirts
 - c) Export shirt
 - d) All the corporate branding
4. The major factors to be considered in brand extension is _____
 - a) Price parity
 - b) Product differentiation
 - c) Category fit between both brands
 - d) Market segment
5. Product manager is more concerned with _____
 - a) Technical factors in processing
 - b) Promotional factors of product
 - c) Transportation of the product
 - d) Quality and quantity specifications
6. Branding _____ image of the company
 - a) Promises
 - b) Temper
 - c) Ease
 - d) Enhance
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) Improving the quality of the product

8. _____ is not a budget allocation method for advertising
- a) Percentage of Sales method b) Product durability method
c) Objective and Task method d) Market Share method
9. Which one of the following concept is followed in product advertisement _____
- a) Retailer assure that brand will capture high market share b) Customer assure that brand will fulfill all stated features
c) Manufacturer assure that brand will capture high market share d) Manufacturer assure that brand will fulfill all stated features
10. The suitable media for advertising a seasonal product is
- a) Dictation b) Discount
c) Complements d) Posters

PART B (10 x 2 = 20 Marks)

11. State the importance of Brand Loyalty.
12. What do you mean by technology branding?
13. List the key points to be considered in creation of a brand.
14. Bring out the impact of technology in branding.
15. Give the functions of trade mark.
16. What is meant by Complement Brand Extension?
17. Define Franchise Branding.
18. Mention the role of a brand manager in an apparel industry.
19. What are the factors to be considered for matching the media and target market of an advertisement?
20. What are the functions of Headline in an advertisement message?

PART C (5 x 14 = 70 Marks)

21. a) Explain in detail about the brand development strategies.

(OR)

- b) Explain the pros and cons of brand registration.

22. a) Discuss on brand positioning and product positioning process.

(OR)

b) What do you mean by brand extension? Discuss on their need in the present scenario.

23. a) Elaborate on the factors that influences the brand value of an existing product.

(OR)

b) Elaborate on the factors that to be considered wile planning for Brand extension.

24. a) Elaborate on the various components of Advertisement plan.

(OR)

b) Discusses on the difficulties faced while taking a new brand to a territory.

25. a) Enlist the different Advertising media available and Analyse the pros and cons of for advertising formal apparel.

(OR)

b) Explicate the economic aspects that influence the design and execution of an advertisement campaign.
