

M.TECH DEGREE EXAMINATIONS: NOV/DEC 2014

(Regulation 2013)

Third Semester

APPAREL TECHNOLOGY

P13FTE302: Fashion Retailing and Branding

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 2 = 20 Marks)

1. Formulate a flow chart to explain the structure of retailing in a retail organization.
2. Differentiate between internal stimuli and external stimuli in the need recognition process of the consumer behavior.
3. Differentiate between the segmentation of market by psychological factors and social factors.
4. Explain 'price sensitivity' with an example.
5. Frame a plan to build a brand in the competitive Indian retail environment.
6. Explain 'brand loyalty' with a suitable example.
7. Comment on the development of any two global players who have entered the Indian retail market.
8. Highlight the merits and demerits of cross country relationship in retailing.
9. Citing an example, explain what is reach and frequency of an advertising message.
10. Value the role and importance of public relations in advertising

Answer any FIVE Questions:-

PART B (5 x 16 = 80 Marks)

Q.No:11 is Compulsory

11. With the help of a case study explain the role of Global branding in the success of a retail brand.
12. Explain the various stages of the consumer decision making process with suitable examples.

13. Enumerate on the approaches and strategies adopted in retail pricing.
14. Write notes on:
- (i) Intellectual Property Rights in branding (8)
 - (ii) Brand Positioning and Brand Equity (8)
15. Write notes on:
- (i) Market Strategies for Indian brands against foreign brands (8)
 - (ii) Formulate a model stock plan for footwear/shoes (8)
16. Propose an advertising plan incorporating the message, advertising media, personnel involved and advertising budget, for a retail brand launch for Children's Wear.
