



B.TECH DEGREE EXAMINATIONS: APRIL/MAY 2016

(Regulation 2009)

Eighth 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. _____ is the structure that organizes the brand portfolio.
 - a) Brand architecture
 - b) Brand community
 - c) Brand culture
 - d) Brand equity
2. Words or symbols that make up a name used to identify and distinguish the firm's offerings are called _____.
 - a) Brand identity
 - b) Brand personality
 - c) Brand Name
 - d) Brand associations
3. _____ is the process by which employees internalize the desired brand image and are motivated to project the image to customers.
 - a) Brand strategy
 - b) Employer branding
 - c) Corporate brand
 - d) Employee branding
4. _____ creates a personality, uniqueness, consistent look and a life of products/services.
 - a) Brand elements
 - b) Brand identity
 - c) Brand building
 - d) Brand strategy
5. Products that carry the name of the manufacturer are called _____.
 - a) Global brand
 - b) National brand
 - c) Private brand
 - d) Manufacture brand
6. The challenges for _____ are to manage brand systems containing global, regional, and local brands.
 - a) Global brand
 - b) National brand
 - c) Private brand
 - d) Strategic brand

22. a) (i) Outline the challenges and opportunities of branding. (4)
(ii) Discuss in detail about the criteria involved for choosing the right brand elements. (10)

(OR)

- b) Elaborate the techniques involved in building an apparel brand.

23. a) (i) Discuss the contemporary challenges faced by brands and their managers? (7)
(ii) Enumerate on the trends in brand management? (7)

(OR)

- b) Demonstrate the principles of global brand proposition model. List the strategy issues of global brand.

24. a) (i) Illustrate the role of advertising in brand promotion. (7)
(ii) Discuss the economic aspects and ethics in advertisement. (7)

(OR)

- b) (i) Relate the importance of public relations in advertising business. (4)
(ii) What are advertising strategies? Suggest a suitable advertising strategy to develop a new trend in fashion. (10)

25. a) (i) Justify the role of media scheduling in the promotion advertisement. (7)
(ii) Discuss the psychological appeals of advertising (7)

(OR)

- b) Explain in detail about the different media available for advertisement sector. Narrate the advantages and disadvantages of media on advertisement
