



B.TECH DEGREE EXAMINATIONS: APRIL/ MAY 2016

(Regulation 2013)

Sixth Semester

FASHION TECHNOLOGY

U13FTE504 : 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. 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
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. brands will deal with the rapid changes in buying criteria and expectations
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
7. ----- advertising appeal refers to creating feeling of desire or envy for product.
 - a) Adventure appeal
 - b) Scarcity appeal
 - c) Bandwagon appeal
 - d) Snob appeal
8. 4P's correspond to the model in marketing mix.
9. Which advertising mode is best suitable for a Apparel product
 - a) Radio
 - b) Magazine
 - c) Television
 - d) Pamphlet
10. An apparel's advertising campaign costs Rs. One Lakh and the audience watched estimated are Ten Thousand, then is the CPM for that campaign.

PART B (10 x 2 = 20 Marks)
(Answer not more than 40 words)

11. Differentiate between brand concept and brand image.
12. Define brand equity.
13. What is corporate branding?
14. Classify brand extension.
15. Enlist the advantages and disadvantages of global branding.
16. Give a note on cult brand.
17. How do you evaluate the media plan?
18. Define “media mix”.
19. Outline the purpose of an advertising agency.
20. Mention few ethics that are to be adhered while implementing an advertisement plan.

PART C (5 x 14 = 70 Marks)
(Answer not more than 400 words)

Q.No. 21 is Compulsory

21. (i) Give an account on brand positioning (7)
- (ii) Write short notes on trademark and brand registration (7)

22. (a) Elaborate on the various brand building procedures

(OR)

- (b) Discuss the various influencing factors and guidelines for brand extension

23. (a) Discuss on the International Branding strategy.

(OR)

- (b) Elaborate on the various trends in brand management

24. (a) Critically evaluate the role of advertising on economic and ethical aspects.

(OR)

- (b) Design an effective and efficient media plan for an apparel industry

25. (a) Assuming yourself as an Advertising Manager, how will you ensure that your advertising agency will get the best out of you?

(OR)

- (b) Explain in detail the various budgeting methods for advertisement
