



B.TECH DEGREE EXAMINATIONS: DEC 2022

(Regulation 2018)

Seventh Semester

FASHION TECHNOLOGY

U18FTT7001 : Apparel Brand Management

COURSE OUTCOMES

- CO1: Acquire knowledge on branding strategy and positioning**
CO2: Apply the brand building and extension strategies
CO3: Analyze the brand management and global branding techniques
CO4: Acquire knowledge on Advertising types and advertisement business
CO5: Demonstrate ability to create advertisement message, select media, and work out budget
CO6: Analyze the process of budgeting in advertisement business

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 2 = 20 Marks)

(Answer not more than 40 words)

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|--|-----|-------------------|
| 1. Summarize the significance of identity in branding. | CO1 | [K ₂] |
| 2. Compare concept and image in branding. | CO1 | [K ₂] |
| 3. List any two essential components of technology branding. | CO2 | [K ₁] |
| 4. "Retail branding improves business values", Justify. | CO2 | [K ₃] |
| 5. What are the disadvantages of global branding? | CO3 | [K ₁] |
| 6. Demonstrate the positive approach to successful leadership. | CO3 | [K ₂] |
| 7. What are the objectives of advertising? | CO4 | [K ₁] |
| 8. Classify the types of advertisement media. | CO4 | [K ₃] |
| 9. Compile any 3 principles of advertising. | CO5 | [K ₃] |
| 10. Formulate any four responsibilities of an advertising manager. | CO5 | [K ₃] |

Answer any FIVE Questions:-

PART B (5 x 16 = 80 Marks)

(Answer not more than 400 words)

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|---|---|-----|-------------------|
| 11. a) Explain brand positioning and competitive positioning in branding. | 8 | CO1 | [K ₂] |
| b) Elaborate the process of trade mark registration. | 8 | CO1 | [K ₃] |
| 12. a) Compare consumer branding and corporate branding. | 8 | CO2 | [K ₄] |

	b)	Discuss the factors which influence brand extension.	8	CO2	[K ₃]
13.	a)	Compile the role of product manager in international brands.	8	CO3	[K ₅]
	b)	Explain the need and benefits of retail analytics.	8	CO3	[K ₄]
14.	a)	Elaborate the advertising appeal frequency suitable for domestic brand with your justification and describe the methods to evaluate impact and effectiveness of advertising appeal.	8	CO4	[K ₅]
	b)	Compare and contrast the activity involved in media mix and media scheduling.	8	CO4	[K ₄]
15.	a)	Demonstrate the allocation of budget for various components of advertising.	8	CO5	[K ₄]
	b)	Compose the advertising plan for domestic brands.	8	CO5	[K ₅]
16.	a)	Formulate the methods of determining budget for advertisement.	8	CO6	[K ₅]
	b)	Propose the steps involved in evaluation of opportunities in branding.	8	CO2	[K ₅]
