



B.E/B.TECH DEGREE EXAMINATIONS: NOV/DEC 2023

(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. What is the primary purpose of a brand name in the context of branding? | CO1 | [K ₂] |
| 2. Explain the concept of brand equity and how it contributes to a brand's financial value. | CO1 | [K ₃] |
| 3. What does retail branding focus on in the context of the retail industry? | CO2 | [K ₂] |
| 4. Give one factor that can influence the success of a brand extension for an apparel brand. | CO2 | [K ₂] |
| 5. Justify the rationale behind implementing retail analytics in apparel branding. | CO3 | [K ₄] |
| 6. Analyze the trends in brand management, specifically the concept of a "brand cult." How do brand cults influence consumer behaviour and brand loyalty in apparel branding? | CO3 | [K ₄] |
| 7. What are the primary objectives of advertising, and how do they contribute to brand success? | CO4 | [K ₂] |
| 8. Mention the ethical guidelines for advertising and highlight principles that brands should adhere to in their marketing communications. | CO4 | [K ₂] |
| 9. How does an advertising agency support businesses in their advertising efforts? Explain the primary functions of an advertising agency. | CO5 | [K ₂] |
| 10. Create a summary of the different methods used to determine an advertising budget. Explain how these methods consider various factors to allocate the budget effectively. | CO6 | [K ₅] |

Answer any FIVE Questions:-

PART C (5 x 16 = 80 Marks)

(Answer not more than 400 words)

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| 11. a) Compare and contrast brand identity and brand image. Provide examples to illustrate the differences and explain their significance in branding. | 8 | CO1 | [K ₄] |
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- b) Identify the relationship between trademark registration and brand equity. Justify how effective trademark protection contributes to the overall value of a brand, including examples of well-protected brands. 8 CO1 [K₄]
12. a) Evaluate the impact of corporate branding on the success of apparel companies. Provide examples of well-known apparel brands and discuss how their corporate branding strategies have influenced their market position and consumer perception. 8 CO2 [K₅]
- b) Analyze the differences between corporate branding and consumer branding in the apparel industry. Provide examples of apparel companies that have emphasized one approach over the other and discuss the implications for their brand strategies. 8 CO2 [K₄]
13. a) Develop an international branding strategy for a fashion retailer aiming to expand into multiple countries. Outline the key elements of your strategy, including planning, leadership structure, and cross-country relationships. 8 CO3 [K₄]
- b) Analyze the roles of product managers and brand managers in a brand management system within the apparel industry. Discuss the key responsibilities of each role and their impact on maintaining and strengthening the brand. (16 marks) 8 CO3 [K₄]
14. a) Identify the role of advertising in shaping the marketing mix (4Ps) for apparel products. How does advertising influence product, price, place, and promotion decisions? Provide examples to illustrate your analysis. 8 CO4 [K₃]
- b) Explain the economic aspects of advertising in the apparel sector, and discuss its impact on revenue and competition. Provide real-life examples of how advertising affects the economic dynamics in apparel branding. 8 CO4 [K₂]
15. a) Analyze the types of media commonly used in apparel advertising. Discuss the key factors for selecting appropriate media and the cost factors associated with media planning. Provide real-world examples to illustrate your analysis. 8 CO5 [K₄]
- b) Create a detailed media plan for a new apparel brand, outlining the media mix, media selection criteria, and media scheduling. Justify a plan with relevant concepts and considerations. 8 CO5 [K₅]
16. a) Evaluate the concept of agency compensation in advertising. Compare and contrast different compensation models such as commission-based, retainer-based, and performance-based. Discuss the implications of each model on agency-client relationships and costs. 8 CO6 [K₅]
- b) Describe the steps involved in administering an advertisement budget for a global advertising campaign. Outline how an organization effectively manages and controls the budget to meet international advertising objectives. 8 CO6 [K₂]
