

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 07**

**M.Sc.(Fashion Marketing Management) (2018 Batch ) (Sem.-3)**

# BRAND MANAGEMENT

**Subject Code : MSFMM-301-18**

**M.Code : 76710**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B consists of THREE Sub-sections : Units-I, II & III.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Attempt any FOUR questions, ONE from each Sub-section and fourth from any sub-section.**

## SECTION-A

1. **Define the following :**
  - a. Product management
  - b. Brand
  - c. Brand relationship
  - d. Brand attitude
  - e. Brand symbol
  - f. Marketing
  - g. Brand associations
  - h. Merchandise
  - i. Pricing of branded goods
  - j. Value of brands

## **SECTION-B**

### **UNIT-I**

2. Define branding and buying process.
3. What are different layers of brands?

### **UNIT-II**

4. Explain the six facet prism brand equity.
5. How does the brand, values to the companies.

### **UNIT-III**

6. Elaborate the term managing brand and product line.
7. Explain brand repositioning.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**