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8. Write short notes on the following :- (6×3=18)

(a) Elements of brand

(b) Issues in brand management

(c) Centralization V/S Decentralization

(500)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3678

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Unique Paper Code : 6322482402

Name of the Paper : Retail Branding and Strategy
(DSC-11)

Name of the Course : **B.Voc. -Retail Management
& IT**

Semester : IV

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. * All questions carry equal marks.
3. Attempt five out of the given questions.

P.T.O.

1. Define the concept of a brand and explain its significance in marketing. Provide examples of well-known brands and analyze what makes them successful? (9,9)
2. Define the concept of self-image and its relevance to consumer behavior. How does self-image influence consumer preferences and brand choices? (7,11)
3. Define brand portfolio management. How does brand portfolio management contribute to overall corporate strategy and financial performance? (8,10)
4. How do brands use social media and influencer marketing as part of their brand management strategies? What is the importance of sustainability and corporate social responsibility in brand management? (10,8)

5. Discuss the reasons why retailing organizations engage in mergers and acquisitions. What are the potential benefits and challenges of mergers and acquisitions for retailing organizations? (9,9)
6. Discuss the concept of competitive advantage and its relevance to strategic decision-making in retailing organizations. How do retailing organizations evaluate the feasibility and effectiveness of strategic options? (9,9)
7. What is the importance of strategic analysis in retail management and decision-making? Explain the PESTEL framework and its application in analyzing the external environment of retailing. (9,9)