

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3518

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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. Attempt five out of the given questions.
3. All questions carry equal marks.

1. How does branding contribute to customer loyalty and repeat purchases? Discuss the role of branding in building trust and credibility with consumers. (9,9)
2. What is the importance of a brand name in brand identity and recognition? Discuss the key considerations when choosing a brand name for a new product or company. (8,10)

P.T.O.

3. How do companies manage and mitigate brand crises and reputational risks? Explain the concept of brand authenticity and its importance in brand management. (9, 9)
4. How do companies decide which brands to retain, expand, or divest within their portfolio? Discuss the challenges companies face when managing a diverse brand portfolio (10,8)
5. What is the importance of SWOT analysis in identifying strategic options for retailing organizations? Discuss the process of formulating strategic options within retailing organizations. (9,9)
6. What do you mean by value chain analysis? What are the limitations of this concept? (9,9)
7. What do you mean by Resource Based View? Explain how it helps an organization with help of VRIO Framework given by Jay Barney. (9,9)
8. Write short notes on the following- (6x3=18)
 - a) Elements of brand
 - b) PESTLE analysis
 - c) Centralization V/S Decentralization