(e) Suggest strategies to ensure consistency in brand identity across all formats. (3)

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

(a) Merger

(b) Brand portfolio

(c) Classification of retail



[This question paper contains 4 printed pages.]

**Your Roll No...............**

**Sr. No. of Question Paper : 3643** **L**

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.

1. How does a strong brand contribute to a company's competitive advantage? (18)

2. How does self-image influence consumer preferences and brand choices? Discuss the role of brands in shaping and reinforcing consumers' self-images. (7,11)

3. Define brand management. How has technology and digital transformation impacted the practice of brand management? (8,10)

4. What is value chain analysis and explain how it helps retail managers identify opportunities for cost reduction and value creation? (18)

5. Define strategic planning in the context of retailing organizations. What is the process of formulating strategic options within retailing organizations? (9,9)

6. How do retail managers assess technological trends and disruptions in the retailing environment? (9,9)



7. Case study question – (18)

Reliance Retail operates multiple retail formats and private labels such as Reliance Trends, Reliance Smart, and AJIO. While expanding aggressively, the company faces challenges of brand overlap, cannibalization, and inconsistent brand identity across formats.

**Questions :**

(a) Explain the concept of brand portfolio management and analyze the issues faced by Reliance Retail. (4)

(b) Identify risks of brand cannibalization and suggest ways to avoid them. (4)

(c) Discuss the contemporary role of brand management in handling multi-format retail businesses. (4)

(d) Propose a structured approach to portfolio rationalization and positioning. (3)