

**Third Semester M.B.A., (Distance Mode) Degree Examination  
June 2009**

**MBA DP 307 MM : RETAILING AND BRAND MANAGEMENT**

Time : 3 Hours

Max. Marks : 75

**SECTION - A**

**Answer the following questions. Each sub-question carries TWO marks. (2x5=10)**

1. a) What are Infomercials?
- b) What are Assortments?
- c) What is CBD?
- d) What is Brand image?
- e) What is Brand Extension?

**SECTION - B**

**Answer any FIVE of the following. Each question carries SIX marks. (5x6=30)**

2. What are the advantages of brand extension?
3. What is point of difference CPOD?
4. What do brands mean to you ? What are your favourite brands and why?
5. What is Franchising ? Examine the different types of franchise systems?
6. What are the functions of Retailing?
7. What are the different types of consumer decision making?

**SECTION - C**

**Answer the following questions. Q. NO. 8 & 9 carry 10 marks. Q. No. 10 carries 15 marks. (2x10+15=35)**

8. a) Write a note on different types of retail location.  
**OR**
- b) What are the different components of building competitive advantage? Give suitable examples for each component?
9. a) What is Brand feelings.  
**OR**
- b) What are the challenges and opportunities of branding.
10. Consider yourself as the owner of a retail outlet, how would you take care of the atmospherics of your retail outlet.