

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch – COSTUME DESIGN AND FASHION

DISCIPLINE SPECIFIC ELECTIVE – II: FASHION BRANDING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Name the basic concepts of brand image
 - (i) Cognition and attitude
 - (ii) Perception, Cognition and Attitude
 - (iii) Attitude, management and identity
 - (iv) Perception, management
- 2 Combination of activities such as social media, and reviews that are used to communicate with customers is known as _____.
 - (i) Brand identity
 - (ii) Brand awareness
 - (iii) Brand communication
 - (iv) Brand equity
- 3 Find the luxury fashion brand from the following
 - (i) Louis Vuitton
 - (ii) Bulgari
 - (iii) Range Rover
 - (iv) The Ritz Cariton
- 4 Who are the luxury fashion consumers?
 - (i) 16 to 24 years old
 - (ii) 18 to 30 years
 - (iii) Above 40 years
 - (iv) 25 to 44 years old
- 5 Choose the brand that carries many lines including perfume, ready-to-wear, haute couture and accessories.
 - (i) Dior
 - (ii) Prada
 - (iii) Levis
 - (iv) Loue Philips

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a. Distinguish the brand identity and brand image.
OR
b. Discuss the term- Brand Equity.
- 7 a. Explain the importance of fashion brands.
OR
b. Illustrate the consumer perspectives of fashion brands.
- 8 a. Discuss the luxury brand index.
OR
b. Evaluate the modern business principles in fashion brand.
- 9 a. Discuss the changing nature of fashion brands in the present scenario.
OR
b. Illustrate the fashion brands in the marketplace.

Cont...

- 10 a. Organize the fashion brand from luxury to mass.
OR
b. Explain the term consumer brand engagement.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a. Analyze the elements of branding.
OR
b. Evaluate the brand awareness of the fashion consumers.
- 12 a. Elucidate the usage of brand elements to build image and personality.
OR
b. Assess the power of fashion brands.
- 13 a. Differentiate the twentieth and 21st century fashion consumption environment.
OR
b. Enumerate the strategic implications of luxury brands.
- 14 a. Appraise the national and International fashion brands.
OR
b. Plan the fashion brand portfolio.
- 15 a. Construct the steps in creating brand names and protecting trademarks.
OR
b. Demonstrate the steps in managing the brand life cycle.

Z-Z-Z

END