

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2025
(Fourth Semester)

Branch- COSTUME DESIGN AND FASHION

MAJOR ELECTIVE COURSE- II: FASHION BRANDING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following is NOT an element of branding? a) Brand Positioning b) Brand Awareness c) Brand Identity d) Supply Chain Management	K1	CO1
	2	Brand equity is primarily refers to a) The financial value of a brand b) The physical appearance of a product c) The number of stores selling the brand d) The advertising budget of a brand	K2	CO2
2	3	Which of the following is a key element used to build a fashion brand's image and personality? a) Logo and design b) Product pricing only c) Employee salaries d) Warehouse location	K1	CO1
	4	Extend what makes a fashion brand powerful? a) Strong brand identity and customer loyalty b) High production costs c) Limited marketing efforts d) Selling only one type of product	K2	CO2
3	5	Which of the following is a key indicator of the luxury consumer market? a) High brand loyalty and exclusivity b) Mass production and affordability c) Frequent discount sales d) Standardized product designs	K1	CO1
	6	Interpret a key characteristic of the 21st-century fashion consumption environment a) Shift towards sustainability and digital influence b) Reduced consumer spending on fashion c) Complete elimination of physical retail stores d) Lack of brand differentiation	K2	CO2
4	7	What is the primary purpose of fashion brand merchandising? a) To manufacture raw materials b) To plan, develop, and present fashion products to consumers c) To reduce brand visibility d) To limit the number of products available	K1	CO1
	8	Which of the following is a key factor in measuring fashion brand performance? a) The number of years a brand has existed b) Brand awareness, customer loyalty, and market share c) The number of fashion designers employed d) The brand's logo size	K2	CO2

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5	9	What is a key characteristic of luxury brands compared to mass-market brands? a) High exclusivity and premium pricing b) Frequent discount sales c) Large-scale mass production d) Minimal focus on brand image	K1	CO1
	10	Which of the following is essential for maintaining a brand throughout its life cycle? a) Ignoring market trends b) Continuous innovation and consumer engagement c) Reducing marketing efforts d) Keeping the same product without updates	K2	CO2

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the key elements of branding and their role in building a brand.	K2	CO2
	(OR)			
	11.b.	Outline the concept of brand positioning and its importance in a competitive market.		
2	12.a.	Identify what are fashion brands, and how do they differ from other brands?	K3	CO3
	(OR)			
	12.b.	Develop how do brand elements contribute to building a strong fashion brand image and personality?		
3	13.a.	Explain the impact of the 20th-century fashion explosion on global fashion brands.	K3	CO3
	(OR)			
	13.b.	Interpret the key indicators of the luxury consumer market, and how do they influence brand strategies?		
4	14.a.	Choose fashion brand merchandising and explain its role in retail and marketing strategies.	K4	CO4
	(OR)			
	14.b.	Plan how do fashion brands measure their brand performance in the market?		
5	15.a.	Analyze how the brand segmentation help companies target the right consumer groups.	K4	CO4
	(OR)			
	15.b.	Elucidate the importance of brand loyalty and how brands maintain customer relationships.		

SECTION - C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Examine brand equity and explain how companies measure and enhance brand equity with real-world examples.	K4	CO4
2	17	Estimate the power of fashion brands and how they shape consumer preferences and buying behavior.	K4	CO4
3	18	Analyze the strategic implications of luxury brands in the 21st-century fashion industry and their future.	K4	CO4
4	19	Inspect how fashion brands expand while maintaining brand identity and consumer trust in global markets.	K4	CO4
5	20	Distinguish the importance of managing the brand life cycle and how brands sustain their market presence over time.	K4	CO4