

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 an important factor in brand positioning? a) Product packaging b) Target audience perception c) Employee training d) Manufacturing cost	K1	CO1
	2	Extend brand identity representation? a) A brand's pricing strategy b) A brand's visual and emotional representation c) A company's profit margin d) The number of stores selling the brand	K2	CO2
2	3	Which of the following is a primary characteristic of fashion brands? a) Static product design b) Constant evolution and trend adaptation c) Lack of brand awareness d) Ignoring consumer preferences	K1	CO1
	4	Show a key factor that contributes to the power of a fashion brand? a) Strong brand identity and consumer loyalty b) Low-cost production c) Minimal advertising d) Lack of brand differentiation	K2	CO2
3	5	What major event influenced the twentieth-century fashion explosion? a) The rise of e-commerce b) Industrialization and mass production c) The decline of global trade d) Elimination of fashion shows	K1	CO1
	6	Extend which factor is crucial in identifying a luxury fashion brand consumer? a) Affordability and mass-market appeal b) Exclusivity, brand heritage, and premium pricing c) Limited global presence d) Heavy reliance on discounts	K2	CO2
4	7	What does fashion brand merchandising focus on? a) Organizing supply chain logistics b) Presenting and promoting fashion products to consumers c) Reducing brand visibility d) Limiting product variety	K1	CO1
	8	Contrast the following is a key element in measuring fashion brand performance? a) Production costs b) Customer loyalty and brand awareness c) Number of warehouses d) Employee salaries	K2	CO2
5	9	What is the main purpose of brand segmentation? a) To target specific consumer groups effectively b) To increase product prices c) To limit the brand's reach d) To reduce marketing efforts	K1	CO1
	10	Explain which of the following is an important aspect of managing the brand life cycle? a) Ignoring changing market trends b) Continuous innovation and repositioning c) Reducing marketing efforts over time d) Keeping the same product without modifications	K2	CO2

Cont...

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

Module No.	Question No.	Question	K Level	CO
1	11.a.	Identify how does brand communication influence consumer perception and loyalty?	K2	CO2
		(OR)		
	11.b.	Interview the role of brand personality in differentiating a brand from competitors.		
2	12.a.	Analyse how do perspectives on fashion brands vary among consumers and industry experts?	K3	CO3
		(OR)		
	12.b.	Examine the role of fashion branding strategies in maintaining a brand's competitive advantage.		
3	13.a.	Organize the great moments in the history of fashion, and explain how have they shaped modern branding?	K4	CO4
		(OR)		
	13.b.	Plan the impact of modern business principles on the fashion industry.		
4	14.a.	Examine brand planning affect the success of a fashion brand in the market?	K3	CO3
		(OR)		
	14.b.	Inspect the role of fashion brand portfolios in managing national and international brands.		
5	15.a.	Identify how does the brand promise contribute to long-term consumer trust and engagement?	K4	CO4
		(OR)		
	15.b.	Construct the importance of creating and protecting brand trademarks in the fashion industry.		

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	Discover the importance of brand awareness in a competitive market and its impact on consumer decision-making.	K4	CO4
2	17	Deduct how fashion brands build brand image and personality using brand elements.	K4	CO4
3	18	Examine how has the luxury fashion consumer evolved in the 21st century, and what factors influence their purchasing behavior?	K4	CO4
4	19	Explain the challenges and opportunities in expanding fashion brands while maintaining brand identity.	K4	CO4
5	20	Analyse the significance of consumer brand engagement in the digital era and its impact on brand loyalty.	K4	CO4

Z-Z-Z

END