

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2024  
(Fourth Semester)

Branch – COSTUME DESIGN AND FASHION

MAJOR ELECTIVE COURSE-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 Brand equity is a result of  
(i) Similarity in consumer response (ii) Differences in consumer response  
(iii) (i) & (ii) (iv) None of the above
- 2 What do a strong brand commands?  
(i) Intense consumer loyalty (ii) Intense employer loyalty  
(iii) Intense employee loyalty (iv) None of the above
- 3 Which of the following is most popular luxury online brand and choose the ranking order?  
a. Dior b. Gucci C. Chanel d. Louis Vuitton  
(i) a,b,c,d (ii) b,c,a,d  
(iii) c,d,a,b (iv) d,a,c,b
- 4 What does a careful brand management look for to build product or services related to ?  
(i) Target audience (ii) cost  
(iii) Profit (iv) all the above
- 5 Which of the following is a benefit of brand loyalty for a business?  
(i) Increased customer acquisition costs  
(ii) Higher market competition  
(iii) Reduced customer retention  
(iv) Positive word-of-mouth referrals

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Discuss about the elements of branding.  
OR  
b State the importance of brand equity and identity.
- 7 a Explain about the power of Fashion brands.  
OR  
b State the significance of fashion brands.
- 8 a State about the modern business principles.  
OR  
b Explain in brief about the luxury brand index.
- 9 a Explain about fashion brand portfolios.  
OR  
b Discuss about the relation of fashion brand and consumers.

- 10 a Explain about the nature of luxury brands.  
OR  
b Discuss about building a brand and brand loyalty.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Justify how brand image play a major role in product promotion.  
OR  
b Analyze the development of branding concepts.
- 12 a Enumerate the usage of brand elements to build brand image and personality.  
OR  
b Elucidate on the perspectives on fashion brand.
- 13 a Enumerate on 21<sup>st</sup> century fashion consumption environment.  
OR  
b Elucidate on future luxury fashion consumer.
- 14 a Illustrate with an example of planning fashion brands.  
OR  
b Compare national brands and international brands.
- 15 a Explain how to manage brand life cycle for maintaining the brand?  
OR  
b Determine the steps involved in creating brand names and explain how to protect the trademarks.

Z-Z-Z

END