



BRAINWARE UNIVERSITY

Course – MBA

Retail Branding and Customer Relationship Management (RM401)

(Semester – 4)

Time allotted: 3 Hours

Full Marks: 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Multiple Choice Type Question)

10 x 1 = 10

1. *Choose the correct alternative from the following*
 - (i) Based on the map for the brand management approaches involved in retailing and their stakeholders, “Brand Identity Stakeholders involve”;
 - a. Suppliers
 - b. Community
 - c. Internal Audience
 - d. Country Culture
 - (ii) IBM, Financial Times, and Wall Street Journal are the brands which have relationship with its customer. What type of relationship does these brands have with its customers?
 - a. Competence
 - b. Ruggedness
 - c. Sophistication
 - d. Excitement
 - (iii) Based on the map for the brand management approaches involved in retailing and their stakeholders Which one is the stakeholder in internal branding
 - a. Customer
 - b. Supplier
 - c. Employee
 - d. Community
 - (iv) According to Kotler (1998), Brand, is a complex symbol that should be capable of conveying six levels of meaning. Which from the below list is the level as mentioned by Kotler?
 - a. Features
 - b. Attributes
 - c. Functions
 - d. Accountability
 - (v) Aaker (1996) describes five types of relationship found between brands & customers that are similar to those among people. Which one is not a type of relationship between brand and customer
 - a. Sincerity
 - b. Sophistication
 - c. Intellect
 - d. Excitement

- (vi) Which is an example of proprietary brand assets?
- a. Patents
 - b. Building
 - c. Land
 - d. Employee
- (vii) The brand culture is the set of _____ feeding the inspiration of the brand. (fill in the blank)
- a. ethics
 - b. attributes
 - c. values
 - d. functions
- (viii) Manager of a service brand can use two main tactics to generate the desired effect of employees on customers. Which among the alternatives given is one of the tactics?
- a. Domain knowledge
 - b. Tacit Knowledge
 - c. Process Knowledge
 - d. Technical knowledge
- (ix) In retail brand management _____ is a vital element (fill in the blank)
- a. location
 - b. layout
 - c. landscape
 - d. illumination
- (x) _____ of a retail store and what the retailer stands for are the most important reasons for deciding to shop in a particular store. (fill in the blank)
- a. Market position
 - b. Competitiveness
 - c. Customers' perception
 - d. Merchandizing

Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- 2. Retailers play a cardinal role in everyone's life. Explain the statement. 5
- 3. What is 'Retailer's stakeholders' triangular network'? 5
- 4. Explain the salient role of employees in retailing? 5
- 5. According to Raphael (1999), there are five characteristics necessary for the store to be managed as a brand. Which are those five characteristics? 5
- 6. To decrease marketing costs, the corporation, as a brand, has been favored over individual product branding. Justify with an example. 5

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

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|-----|-----|--|----|
| 7. | (a) | What is required to build a powerful brand for a retailer? | 10 |
| | (b) | Customers and employees are seen as stakeholders in almost every branding approach to retailing. Explain. | 5 |
| 8. | (a) | Wileman & Jary, (1997) argue that the retail brand has multiple attributes compared to manufacturers. Explain few of the attribute which are specific to retail brand. | 10 |
| | (b) | Explain with example, shopping experience attributes of retail brand. | 5 |
| 9. | (a) | Explain relationship between brand and customers. | 5 |
| | (b) | Aaker (1996) describes five types of relationship found between brands & customers that are similar to those among people. Explain the five relationship types between brands and customers. | 10 |
| 10. | (a) | Explain the five main advantages of branding for a seller | 10 |
| | (b) | Mackay et al. (1997) stated that research on brand equity identifies two main perspectives. Which are those two perspectives? | 3 |
| | (c) | What is Value in branding? | 2 |
| 11. | (a) | What is meant by lifetime value of customer in retail? | 5 |
| | (b) | Explain the benefits of listening to customers? | 4 |
| | (c) | How giving rewards benefit a retail in building relationship with customers? | 3 |
| | (d) | Give an example of reward program of an Indian retailer? | 3 |
