



SYMBIOSIS SKILLS AND PROFESSIONAL UNIVERSITY

UNIT TEST – 1 (September 2020)

School: School of Retail Management

Program: BBA Retail Management

Course Name: RETAIL BRANDING

Course Code: RETL502 Sem: V

Duration: 1 Hr.

Total Marks: 30

Instructions for Students:

1. ALL questions are compulsory
 2. All submissions must have Student's name, PRN No. Subject Name, Subject Code and Date
 3. Upload your answers on Google Classroom well before time
 4. Submissions later than the time mentioned will not be accepted.
 5. Figures to the RIGHT indicate the marks
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Q 1. Define Brand. 'A brand is built in the minds of the people'. Explain this statement with suitable examples. **(10 Marks)**

Q 2. Describe CBBE model with a suitable diagram. Illustrate the use of CBBE Model with a suitable example. **(10 Marks)**

Q 3. Write short notes on any two of the following **(10 Marks)**

1. Difference between product and brand
2. Brand elements
3. Brand Equity

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