

Exam. Code : 217604

Subject Code : 5303

M.Com. 4th Semester

BRAND AND DISTRIBUTION MANAGEMENT

Paper—Group—D MC—452

Time Allowed—2 Hours] [Maximum Marks—100

Note :— Attempt any **four** questions. All questions carry equal marks.

1. Define the term 'brand'. Highlight the importance of brands to an organization.
2. What is meant by customer-based brand equity ? Discuss the various dimensions of customer-based brand equity.
3. Discuss the various types of brand associations.
4. What is meant by brand valuation ? Explain various brand valuation methods.
5. Define retailing. Explain the nature and scope of retailing.
6. Discuss the steps involved in choosing retail location.
7. Define customer service. What is the importance of customer service in retailing ?
8. Elaborate the concept of supply chain management with reference to retailing.