

M.F.D. Second Year (CBCS Pattern) Semester-III
3T-4(B) - Fashion Marketing

P. Pages : 1

Time : Three Hours



GUG/W/24/11141

Max. Marks : 80

- Notes : 1. Solve all questions.
2. All questions carry equal marks.

1. a) Write down the meaning and classification marketing? Define micro and macro marketing environment. **16**

OR

- b) Describe the definition, scope and importance of market research in new.

2. a) Write in detail the marketing functions, product planning and nature of fashion. **16**

OR

- b) State in detail about new product development product mix and trends in fashion market.

3. a) Define the function of advertising and preparation of advertising for apparel market? Discuss advertising media used in apparel marketing. **16**

OR

- b) Explain the following -

- i) Point of purchase. **8**

- ii) Sales promotion objectives. **8**

4. a) Explain in detail global market and its participants in international marketing. **16**

OR

- b) State the role of banks and insures trading companies in fashion market. **8**

- c) Write about importance growth and benefits of international market for Indian fashion industry. **8**

5. Write short notes **any four**. **16**

- a) Functions of pricing.

- b) Product line policies

- c) Personal selling

- d) GATT

- e) Point of purchase
