

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

P. Pages : 1

Time : Three Hours



GUG/S/23/11141

Max. Marks : 80

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

1. a) Define Marketing, Fashion marketing, market size and structure. **16**

OR

b) Write in detail about Price policies. Explain factor influencing price decisions, and methods of setting prices. **16**

2. a) Write about the importance of fashion products and nature of fashion products in detail. **16**

OR

b) Explain product line policies, fashions and related life cycles. **16**

3. a) Explain advertising media used in apparel marketing, write about advertising department and advertising agencies. **16**

OR

b) What are the sales promotion objectives. **8**

c) Explain the importance of fashion shows and exhibition in fashion industry. **8**

4. a) Write about global market and its importance, growth and benefits in industry. **16**

OR

b) Explain the role of Trading companies, insurers company and banks in fashion industry. **16**

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

a) Macro marketing environment. **4**

b) Definition and classification of product planning. **4**

c) International advertising. **4**

d) Implications for marketing management. **4**

e) Point of purchase. **4**
