

3T-4(B) - Fashion Marketing

Time : Three Hours



Max. Marks : 80

Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

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| 1. | a) | Write a detailed note on fashion marketing and explain fashion market size. | 16 |
| | | OR | |
| | b) | What is marketing environment? What do you mean micro and macro marketing environment. | |
| 2. | a) | i) Define product mix, product planning and trends in marketing | 8 |
| | | ii) Write in detail about development importance of fashion products | 8 |
| | | OR | |
| | b) | Explain the term. | |
| | | i) Product line policies | |
| | | ii) Fashion and related life cycles | |
| 3. | a) | Write in detail about the customers fashion preference & International advertising. | 16 |
| | | OR | |
| | b) | Explain the following points. | 16 |
| | | i) Advertising department | |
| | | ii) Personal selling | |
| 4. | a) | Explain the role of multinational corporations bank and insures trading companies. | 16 |
| | | OR | |
| | b) | Explain Global market and its participants in International marketing. | |
| 5. | | Write short notes | 16 |
| | a) | Export pricing | |
| | b) | The fashion industry | |
| | c) | Advertising media | |
| | d) | GATT | |
| | e) | Nature of fashion products | |
| | f) | Functions of pricing | |
