

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(FT) (2012 & Onwards) (Sem.-5)
PRINCIPLES OF FASHION MARKETING
Subject Code : BSFT-503
M.Code : 71795

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly :

- a) Explain line function.
- b) Define Marketing.
- c) Write a short note on Export marketing.
- d) Explain Market research.
- e) What do you understand by term Publicity?
- f) What is the difference between Show rooms and Factory outlets?
- g) Write a short note on Specialty stores.
- h) Write in brief about marketing communication.
- i) What is horizontal marketing?
- j) Write down the steps involved in product development.

SECTION-B

2. Explain the importance of Fashion marketing in modern economy.
3. Discuss the scope of fashion marketing.
4. Discuss Marketing Mix.
5. Describe retail organizational structure.
6. Explain how visual merchandising is an integral part of fashion marketing.

SECTION-C

7. Discuss all the marketing channels.
8. Describe all the departmental stores. How they are different from each other?
9. Define Buyer behavior and buyer classification in detail.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.