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Total No. of Pages : 02

Total No. of Questions : 07

B.Sc. (TD) (2014 & Onwards) (Sem.-3)

SURVEY OF FASHION MARKETING AND MERCHANDISING

Subject Code : BSc TD-306

M.Code : 71771

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

1) Write briefly :

- a) Define Marketing
- b) Limitations of Positioning
- c) Targeting
- d) Marketing mix
- e) Pricing Methods
- f) Pricing Objectives
- g) Meaning of Advertising
- h) Discuss PR
- i) Special Events and their significance
- j) Channels
- k) Consumer Segmentation
- l) Advertising

- m) Point of Purchase Stimuli
- n) Bargaining
- o) Fashion Retailing

SECTION-B

- 2. Explain the concept of marketing.
- 3. Discuss consumer markets and buying behaviour of consumer.
- 4. Explain the Promotion Mix in detail.
- 5. Discuss the steps of retail fashion promotion.
- 6. Discuss the brand identity and identity image, positioning and limitation of positioning.
- 7. Discuss brand equity and value of brands to companies.

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.