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Register Number

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, May 2015****(DESIGN MANAGEMENT)****(SECOND YEAR)****253: FASHION MARKETING AND EVENTS**

Time: Three hours

Maximum: 75 marks

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**SECTION-A****(5×3=15)****Answer any FIVE questions**

1. What is Fashion Marketing Environment?
2. What do Fashion Marketers do?
3. Define Fashion Consumer.
4. Who is called an Organisational Buyer?
5. Write a short note on Target Marketing in Fashion designing products.
6. How can you show your designs in a Fashion Show?
7. How do fashion designers hold Fashion shows and events?
8. Write about Special Events.

**SECTION- B****(3×10=30)****Answer any THREE questions**

9. Explain in detail effects of brand love, personality and image on word of mouth for the case of fashion brands of young consumers.
10. State the various factors influencing fixation of pricing garments and fashion services.
11. Why are Fashion designers important? Discuss.
12. What are the benefits can your fashion products and service provided to consumers?

**SECTION- C****(1×15=15)****Answer any ONE question**

13. Analyse the factors influencing the presentations of fashion garments in the online.
14. Explain in detail various elements of segmentation and the marketing mix.
15. Discuss about various special events in Fashion Marketing.

**SECTION- D****(1×15=15)****(Compulsory)**

16. Discuss in detail recent trends in Fashion Marketing and designing.

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