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Total No. of Pages : 02

Total No. of Questions : 07

M.Sc. (Fashion Marketing Management) (2015 to 2017) (Sem.-1)

PRINCIPLES OF FASHION MARKETING

Subject Code : MScFMM-103

Paper ID : [A2155]

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 consists of THREE UNIT : UNITS-I, II, III.
3. Each UNIT contains TWO questions, carrying TEN marks each.
4. Student has to attempt any ONE question from each UNIT and fourth from any unit.

SECTION-A**Q1 Answer briefly :**

- a) Does sales promotion play significant role in fashion industry?
- b) What is meant by consumer behavior?
- c) _____ is known as the outline of a garment.
- d) What does a buying calendar look like?
- e) Give some definitions of 'Marketing' in brief.
- f) What is marketing mix?
- g) What is positioning?
- h) What is product life cycle?
- i) What is the meaning of distribution channels?
- j) What are the types of retail? Only name them.

SECTION-B

Unit I

- Q2 Write a note on analysis of consumer markets.
- Q3 Write a note on marketing environment.

Unit II

- Q4 Write a detailed note on promotion mix.
- Q5 Explain the various pricing objectives and pricing methods.

Unit III

- Q6 Give a detailed account on merchandising, its role and responsibilities of a merchandiser.
- Q7 Write a note on types of retail operations.

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