

Roll No.

Total No. of Pages : 02

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M.Sc.(Fashion Marketing Management) (2015 to 2017) (Sem.-2)

FASHION ADVERTISING AND SALES PROMOTION

Subject Code : MSc.FMM-210

Paper ID : [A2596]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. Section A compulsory.
2. Attempt any 4 questions from Section B, ONE from each Unit and FOURTH from any unit.

SECTION-A

Q1. Answer all questions very briefly :

- a) How does advertising effectiveness matter?
- b) How do fashion shows promote the business?
- c) What are special events?
- d) What are the ethical issues in fashion promotion?
- e) What are the major methods of promotion?
- f) Does fashion advertising play a significant role in the fashion business?
- g) What is promotion? Is it paid or free?
- h) What is fashion advertising?
- i) What is the AIDA model?
- j) What is media scheduling?

SECTION-B

UNIT-I

- Q2. Why should fashion as a product be marketed differently?
Q3. Explain the role of advertising in the fashion marketing

UNIT-II

- Q4. Write a note on advertising models.
Q5. Explain the production creative strategies.

UNIT-III

- Q6. Give a detailed account on advertising effectiveness.
Q7. Write a note on fashion promotion through visual merchandising and other channels.

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