

M.F.D.(with Credits)-Regular-Semester 2012 Sem III
MFD232 - Fashion Marketing - 3MFDT2

P. Pages : 1

Time : Three Hours



GUG/W/16/3135

Max. Marks : 80

- Notes : 1. Solve all questions.
2. All questions carry equal marks.

1. a) Define the following terms in details. **16**
i) MICRO and MACRO marketing ii) Fashion cycles
iii) Product mix iv) Fashion product
b) Define marketing and explain various marketing functions in details. **8**
c) Explain the term marketing trends in detail. **8**
2. a) State the importance of advertisement as a tool for promotion. **8**
b) Explain the following terms : **8**
i) Fashion show ii) Personal selling
OR
c) Write in detail the different mediums used for apparel marketing in domestic and international market. **8**
d) Explain the following terms : **8**
i) Point of purchase ii) Fashion PR
3. a) State in details functions and principles of marketing management skill. **16**
OR
b) Explain the term market research and its importance and also various methods of market research.
4. a) Explain the term domestic market and international market in details. **8**
b) Explain the term GATT and its importance. **8**
OR
c) Write about growth potential of international market for Indian Fashion Industry. **8**
d) State the role of banks and insurance in market. **8**
5. Write short notes **any four**. **16**
a) Fashion market size & its importance.
b) Importance of new product in fashion.
c) Sales promotion objectives.
d) Role of exhibitions.
e) Pricing policies & methods.
f) Multinational firms.
