

Master of Fashion Design (MFD) (CBCS Pattern) Third Semester CBCS  
**3T-4(B) - Fashion Marketing - Core-III**

P. Pages : 1

Time : Three Hours



**GUG/W/18/11141**

Max. Marks : 80

- Notes : 1. All questions are compulsory.  
2. All questions carry equal marks.

1. a) What is market Research and write scope and importance of market research. **16**
- OR**
- b) i) Write classification of marketing. **8**  
ii) Explain in detail. **8**  
a) Micro marketing environment.  
b) Macro marketing environment.
2. a) i) Define product mix. product planning and trends in marketing. **8**  
ii) Write in detail Development and importance of fashion products. **8**
- OR**
- b) Explain the term. **16**  
i) Product line policies.  
ii) Fashion and related life cycles.
3. a) i) What are the sales promotion objectives. **8**  
ii) Explain the role of fashion advertisement and agencies in market promotion. **8**
- OR**
- b) i) Explain in detail fashion promotional programme for apparel marketing. **8**  
ii) What are the consumer sales promotion objectives. **8**
4. a) Explain the role of multinational corporations bank and insures trading companies. **16**
- OR**
- b) Explain Global market and its participants in International marketing. **16**
5. Write short notes on **any four**. **4x4=16**  
i) Importance of International market place.  
ii) Personal selling.  
iii) Product range planning.  
iv) Trends in marketing management.  
v) International pricing policy.

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