

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.
