

Master of Fashion Design (MFD) Third Semester
MFD232 - Fashion Marketing 3 MFTD 2

P. Pages : 1

Time : Three Hours



GUG/W/18/2152

Max. Marks : 80

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

1. a) Define the following terms in details. **4x4**
i) Fashion Marketing. **=16**
ii) Fashion cycle.
iii) Product mix. **=16**
iv) Fashion Market size

OR

- b) Write in detail classification of marketing and marketing environment. **8**
c) Write about nature of fashion products and product line policies. **8**
2. a) What are the sales promotion objectives. **8**
b) Explain the importance of fashion show and exhibition. **8**

OR

- c) Explain the role of fashion Advertisement and Agencies in market promotion. **8**
d) Explain in details fashion promotional programme for Apparel Market. **8**
3. a) Explain in details functions and principles of management. **16**

OR

- b) Define market research and explain. Scope and importance of market research in new product development. **16**
4. a) Write about global market and its importance and participants in international marketing. **16**

OR

- b) Explain the role of financial Institutes (Banks) and Trading companies in marketing management. **16**

5. Write short notes **any four**. **4x4**
a) Importance of fashion products. **=16**
b) Role of fashion PR.
c) International pricing policy.
d) Implication for marketing management.
e) Analysis of customers fashion preference.
f) Functions of pricing.
