

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 18

B.Sc.(FT) (2012 & Onwards) (Sem.-5)
PRINCIPLES OF FASHION MARKETING
Subject Code : BSFT-503
M.Code : 71795

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

Write briefly :

1. Define Fashion Marketing.
2. Write down the Elements of marketing.
3. Explain 4P's of Fashion marketing.
4. Explain Branding.
5. What do understand by term Advertising?
6. What is the difference between Company showrooms and Factory outlets?
7. Write a short note on personal selling.
8. Write in brief about staff function.
9. What is vertical marketing?
10. What is hybrid marketing system?

SECTION-B

11. Explain the importance and scope of Fashion marketing.
12. Classify different types of buyers.
13. Discuss Market Segmentation.
14. Describe Sales promotion, Publicity and Personal selling.
15. Explain Visual merchandising.

SECTION-C

16. What is marketing communication? Why is it important for retail outlet?
17. Write down the principles of Buying and selling. Explain the cycle in detail.
18. Define Buyer behavior and buyer classification in detail.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.