

B.A. IN FASHION COMMUNICATION (BAFC)

Term-End Examination

December, 2013

BFM-014 : FASHION MARKETING

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. Define Fashion Life Cycle. Differentiate between interrupted and Reoccurring cycles with one example. 20

2. Explain the fashion marketing process. What are the factors which make marketing of fashion unique from any other consumer goods marketing ? 20

3. Explain the following in detail : 10x3=30
 - (a) Discuss the advantages and disadvantages of using Demographics as basis of segmentation ? Can demographics and Psychographics be used together to segment Markets ? Give examples.

OR

What are the various approaches to effective segmentation ?

- (b) Differentiate and discuss in detail the marketing mix tools both for goods and services.
 - (c) Impact of Macro environment on Micro environment.
4. Write short notes on *any three* of the following :
- (a) Influence of consumer behavior on fashion marketing. **10x3=30**
 - (b) Factors affecting the pricing decision of fashion brand.
 - (c) List and explain different types of consumers.
 - (d) Various mediums used by fashion marketers for fashion advertising.
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