

B.A. IN FASHION COMMUNICATION (BAFC)

Term-End Examination

December, 2012

BFM-014 : FASHION MARKETING

Time : 3 hours

Maximum Marks : 100

Note : Please Answer any 3 Questions for Part A. Part B is compulsory.

PART - A

1. Define marketing. Explain the marketing process in detail ? 25
2. What is segmentation ? Discuss the various segmentation variables. 25
3. What is Positioning ? Explain the various positioning strategies a company uses for their products. 25
4. Explain how a company can set prices to maximize their profits from the total product mix ? 25

PART - B

Write short notes on **any five** of the following.

5x5=25

1. Speciality Products
 2. Contractual UMS
 3. Line Extension
 4. Macro Environment
 5. Advertising and sales promotion
 6. Special event pricing.
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