

00203

**M.A. IN FASHION RETAIL MANAGEMENT  
(MAFRM)**

**Term-End Examination**

**December, 2012**

**MFM-025 : PRINCIPLES OF FASHION  
MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

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- Note :** (i) *Please answer any five questions.*  
(ii) *All questions carry equal marks.*
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1. Explain the classification of product on the basis of Customer Buying Behaviour. Please give examples. **20**
2. Compare and contrast the micro and macro environment of a company. **20**
3. If you are a Marketing Manager of a company launching a Brand for large size women, what variable would you use to segment the market ? What are the various positioning options you would suggest to your company ? **20**

4. What are the Pricing Strategies a new brand entering the market can use to attract customers ? Discuss and give examples. 20
  5. Explain the Fashion Cycle. What are the various adopter categories ? 20
  6. What are the various Targeting Strategies ? Which strategy would you use to launch a set of golf clubs for left handers ? 20
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