

BA - ADM

Term-End Examination

June, 2012

**BFM-034 : PRINCIPLES OF FASHION
MARKETING**

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) Each question carries 20 marks.

1. Differentiate between a classic and a fad ? How is the product life cycle curve of a classic different from that of a fad ? 20
2. What are the elements comprising a marketing mix ? Explain their role and importance in marketing of a brand. 20
3. Why is it important for fashion marketers to study consumer behaviour ? Elaborate on any three factors which affect consumer behaviour. 20
4. Differentiate between the concept of mass marketing and market segmentation ? What are the different methods used by fashion marketers to segment the market ? 20

5. What is Maslow's need hierarchy ? How is it relevant for fashion marketing ? 20
 6. Differentiate between 'couture', pret-a-porte and mass market ? Give examples of some of the famous couture fashion houses ? 20
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