

B.A. IN FASHION COMMUNICATION (BAFC)

Term-End Examination

June, 2013

BFM-014 : FASHION MARKETING

Time : 3 hours

Maximum Marks : 100

Note : Question No.1 is compulsory. Attempt any 2 questions from Q.No.2 to 4.

1. Write short notes on *any 10* of the following : $5 \times 10 = 50$
- (a) Marketing concept.
 - (b) Market differentiation
 - (c) Shopping goods
 - (d) Odd even pricing
 - (e) Administered UMS
 - (f) Brand extension
 - (g) Product positioning
 - (h) Maslow's hierarchy of needs
 - (i) Direct Marketing
 - (j) Advertising allowance
 - (k) Undifferentiated Segmentation.

Answer *any two* of the following :

2. Differentiate and describe the macro and micro factors which affect the marketing environment of a company. 25
 3. Describe the major strategies for pricing imitative or 'me too' products. 25
 4. Define the product and the major classifications of product based on consumer buying behaviour ? 25
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