

00131

BA – ADM
Term-End Examination
December, 2010

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

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. What do you understand by the term 'FASHION CYCLE' ? Please explain how does this influence the marketing process in the marketing of fashion products. 20

2. Market Segmentation is a necessary process in marketing of a brand. Please explain its importance and the factors affecting this process. 20

3. Name the elements of 'MARKETING MIX'. Elaborate on any two of these and their importance and impact on the marketing of a brand. 20

4. Please explain the factors influencing consumer behaviour. How does it impact fashion marketing ? 20

 5. Marketing of Brands has come a long way - please describe the evolution of fashion marketing in the last few years and the recent concepts and methods being used by brands. 20
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