

BA - ADM

Term-End Examination

December, 2011

**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. Explain the concept of fashion product life cycle. Why is it important for fashion marketing professionals to study the fashion product life cycle ? **20**
2. Explain in detail the concept of fashion marketing. How is marketing of fashion and fashion products unique from other products ? **20**
3. What are the factors influencing consumer behaviour ? Why is study of consumer behaviour important for fashion marketing ? **20**
4. Market segmentation is a necessary process for effective marketing of a brand. Elaborate upon this statement and specify the major criteria used by fashion marketers to segment the market. **20**

5. What is the role of price decisions in marketing of a brand ? Also explain the factors which affect the pricing decision of a brand. 20

 6. Explain the macro and micro factors affecting the marketing of a fashion brand. 20
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