

B.A. IN FASHION COMMUNICATION (BAFC)

Term-End Examination

December, 2011

BFM-014 : FASHION MARKETING

Time : 3 hours

Maximum Marks : 100

Note : Attempt any 5 questions. Each question carries 20 marks.

1. Explain the macro and micro environment factors which affect fashion marketing ? 20
2. What is market segmentation ? What are the factors used by fashion marketers to segment the market ? 20
3. What are the factors which influence the pricing strategy of a fashion product/brand ? 20
4. What are the factors which make marketing of fashion products unique from any other product marketing ? 20

5. What is branding ? Why is it important for companies to go in for branding ? 20
6. What is the fashion product life cycle curve ? Differentiate between the fashion product life cycle curve of a 'classic' and a 'fad' ? 20
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