

00183

M.A. FRM
Term-End Examination
December, 2011

MFM-025 : PRINCIPLES OF FASHION
MARKETING

Time : 3 hours

Maximum Marks : 100

Note : (i) Please answer *any 3* questions from 1 to 4.
(ii) Question 5 is *compulsory*.

1. Explain the uniqueness of Fashion Marketing. 20
Please give examples.
2. What is segmentation ? Discuss the various 20
segmentation variables.
3. What is the Product Life Cycle ? How does the 20
Promotional Strategy change over the PLC ?
4. Discuss the various types of competition in an 20
industry. Please give appropriate examples.

5. Write short notes on *any eight (8)* :

8x5=40

- (a) Macro Environment
 - (b) Bait Pricing
 - (c) Pioneering Pricing
 - (d) Marketing Concept
 - (e) Augmented Product
 - (f) Fashion Cycle
 - (g) Selling concept
 - (h) Marketing Mix
 - (i) Direct Selling
 - (j) Market Penetration.
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