

**M.A. IN FASHION RETAIL MANAGEMENT
(MAFRM)**

Term-End Examination 00475

December, 2011

MFM-032 : FASHION ADVERTISING

Time : 3 hours

Maximum Marks : 100

Note : Answer All questions.

1. FAB INDIA has introduced a range of high quality, hand crafted furniture of high end homes. The design mirrors old world living of the Rajas of Rajasthan. Suggest and justify an appropriate brand name for the range. The name should reflect the desired image, be easy to pronounce and not have been used by any competing manufacturer in the category. 5

2. Suggest 6 creative uses, apart from the usual ones, for a bedsheet. 3

3. Macy's the iconic American retailer is opening a speciality store for wedding apparel and gifts in New Delhi. This will be the largest store of it's kind in India and will stock products across price points. 10

- (a) Describe the TARGET AUDIENCE for this store.
- (b) Suggest a CELEBRITY to promote this Brand and give your reasons for your recommendation.
4. Give 6 examples of new media. 6
5. Think of a suitable BRAND NAME for the positioning statement given below. 5
 Positioning Statement :
 100% Leather, hand made chappals made by traditional craft persons of Kolhapur.
6. The arts and crafts of Jammu and Kashmir are to be promoted to Indians living in the other states. Suggest a series of 10 events to achieve this objective. 10
7. Imagine you are the father/mother of a 10 year old boy and a 4 year old girl. 8
 (a) How would you admonish your naughty boy who has made life difficult for everyone in the house ?
 (b) How will you comfort your little girl who is frightened of thunder and lightening ?
 Please write in first person

8. Describe the Brand image of a RAYMOND OR RITU KUMAR OR EMPORIO or KHADI GRAM UDYOG. 10
9. Give 6 examples of OFFLINE advertising. 6
10. Sift the Demographic factors from the psychographic factors in the list given below : 5
Country, age, shopping habits, income, education, religion, social circle, occupation, attitude towards elders, club habits.
11. Mark True/False : $\frac{1}{2} \times 10 = 5$
- (a) 'Engage the customer' is a marketing objective.
 - (b) Increase market share by 20% is an advertising objective.
 - (c) Positioning answers the question "why buy me" ?
 - (d) The corresponding advertising objective for the desired response 'I Knew I was right' is REINFORCED ATTITUDE.
 - (e) The headline 'Click Whirr swish ! and your clothes are clean ! is based on the 'smell' appeal.
 - (f) The headline 'He failed the most important Interview of his life... his collar was grubby It is based on the 'love' appeal.

- (g) 'It's the way you make me feel, is an example of a non-functional value.
- (h) Proposition = Consumer Benefit + Reason why ?
- (i) 'Pond's institute' is an example of a product feature.
- (j) Outdoor is an example of ABOVE – THE – LINE – ADVERTISING.

12. One of world's leading textile companies, in collaboration with a reputed Indian Designer is introducing affordable Designer jackets for women for the 1st time in India. 8

What will be the :

- Advertising Objective
- Desired Response

13. A world famous archaeologist has recently unearthed the ruins of what was a 16th century bazaar (including the discovery of clothes, accessories, and crafts of that era) in the mining town of Ranchi. Ranchi, which was never a popular tourist destination is now to be launched as a major tourist attraction for foreigners. Marketing Objective - Attract at least 50,000 visitors every year. What 7 special events can you suggest to promote Ranchi as a tourist destination ? 7

14. Think of an appropriate visual image or graphic to represent any 3 of the under mentioned words/ phrases. Describe the visual in detail. Be creative and think differently.

4x3=12

- (a) Protection
 - (b) Sensitivity
 - (c) Envy
 - (d) Craftsmanship
 - (e) The complete man
 - (f) Touch
 - (g) Fun
 - (h) Made in India
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