

00315

B.A. IN FASHION COMMUNICATION (BAFC)

Term-End Examination

June, 2012

BFM-014 : FASHION MARKETING

Time : 3 hours

Maximum Marks : 100

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

1. What is marketing ? Explain in depth the 4 components of the marketing mix ? 20
2. Briefly explain the various theories explaining adoption of fashion ? 20
3. What is fashion advertising ? Compare and contrast the various mediums used by fashion marketers for fashion advertising ? 20
4. Why is it important for fashion marketers to study consumer behaviour ? What are the factors influencing consumer behaviour ? 20

5. What is market segmentation ? Why is it advantageous for fashion marketers to go in for market segmentation ? **20**
- 6 Write short notes on the following :
(attempt any 2) **2x10=20**
- (a) Brand Strategy
 - (b) Brand Positioning
 - (c) Brand Personality
 - (d) Life cycle of a brand.