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

**Term-End Examination**

**June, 2012**

**MFM-032 : FASHION ADVERTISING**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer All the questions.*

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1. BATA is launching a new range of high quality, hand crafted shoes, which have been designed by a famous Italian designer. 10
  - (a) Suggest 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).
2. Suggest five creative USES (Apart from the usual ones) for an UMBRELLA. 10
3. Give 10 examples of Interactive Advertising. 10
4. The arts and crafts of Gujarat are to be promoted to Indians living in USA. Suggest a series of 10 events to achieve this objective. 20

5. Describe the BRAND IMAGE of Lakme or Manish Malhotra or BIG BAZAAR or Louis Vitton. 10
6. Give 10 examples of Below the line advertising. 10
7. Sift the DEMOGRAPHIC factors from the PSYCHOGRAPHIC factors in the list given below. 5  
Race, gender, club habits, income, education, religion, social circle, occupation, attitude towards women, shopping habits.
8. One of the world's leading apparel brands, in collaboration with a reputed Indian designer, is introducing affordable designer range for men for the first time in India. What will be the : 10  
(a) ADVERTISING OBJECTIVE  
(b) DESIRED RESPONSE
9. 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 different. 15  
Birth, sin, childhood, pure, Refresh, Death Crazy, Fear.
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