

00191

**M.A. FRM**  
**Term-End Examination**  
**December, 2010**

**MFM-025 : PRINCIPLES OF FASHION  
MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : All questions are compulsory.*

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1. What is the difference between marketing concept and the production, product and selling concepts ? Which concept are easiest to apply in the short term and which concept can offer the best long-term success ? 20
  
2. Describe the core, actual and augmented product characteristics of Tanishq jewellery and Levi's Jeans ? 20
  
3. Suppose you are the marketing coordinator responsible for recommending sales promotion for a new brand of menswear for the young middle income executive. What promotional tools would you consider for this task ? Explain. 20

4. Write short notes on *any four* of the following : 4x10=40

- (a) Marketing Environment strategies
  - (b) Distribution for a company selling fashion evening bags.
  - (c) Behavioristic segmentation
  - (d) Discriminatory pricing
  - (e) Differentiated segmentation strategy
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