

BA - ADM

Term-End Examination

June, 2011

00046

**BFM-034 : PRINCIPLES OF FASHION
MARKETING**

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. Please explain the concept of Market Segmentation. Why is this an important process in fashion marketing ? 20
2. The environment of fashion marketing is a dynamic influence. Please explain and describe how the marketing process has evolved in the last few years ? 20
3. Please explain the factors affecting the pricing decision of a fashion brand. What is the impact of this on the other variables of the marketing mix ? 20
4. Study of consumer and their behaviour is crucial to the success of a fashion brand. Please explain in detail. 20
5. What do you understand by the term "fashion cycle" ? How does it affect the marketing strategy of a fashion brand ? 20