

**M.A. FRM**  
**Term-End Examination**  
**June, 2011**

**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. Under what conditions would you consider not 20  
"test marketing" a product ? Describe a product  
or service that meets the no-need-to test criteria.
  
2. Explain the uniqueness of fashion marketing. 20  
Please give appropriate examples.
  
3. Explain why companies use distribution channels 20  
and discuss the functions of these channels ?
  
4. Write short notes on any 4 of the following : 10x4=40  
(a) Societal Marketing concept  
(b) Pricing options for new products

- (c) Various options of sales promotion for a mass market Kidswear brand.
  - (d) Requirements of Effective Segmentation.
  - (e) Positioning Strategies
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