

00226

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

Term-End Examination

June, 2011

MFM-032 : FASHION ADVERTISING

Time : 3 hours

Maximum Marks : 100

Note : Answer All questions.

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1. Zara is launching a high-end range of pure leather accessories-wallets, belts, clutch bags, Keyrings, purses etc - exclusively for the Indian Market. 5
Suggest and justify an appropriate Brand name for the range. (The name should reflect the desired image, be easy to pronounce and not to have been used by any competing manufacturer in the category).
 2. Suggest 6 creative uses (apart from the usual ones) for a COWBOY HAT. 3
 3. A well known American manufacture is going to launch a revolutionary new mobile phone which can be worn on the wrist like a watch. It will be an innovation and trend setting phone. 10

The defining feature will be the sound quality of the speaker phone and the range of the trendy wrist strap options. Price will be around Rs 10,000/-

- (a) Describe the TARGET AUDIENCE for this new cell phone.
- (b) Suggest a celebrity to promote this Brand and give your reasons for the recommendation.

4. Give 6 examples of Retail Sales Promotion. 6
5. Think of a suitable Brand Name for the positioning statement given below positioning statement - New, finely hand embroidered Kurtis (cotton) from Lucknow for upper middle class Indians. 5
6. A world famous archaeologist has recently unearthed the ruins of what was a 16th century bazaar (including clothes, accessories and crafts) in the mining town of Ranchi. Ranchi was never a popular tourist destination and is how to be launched as a major tourist attraction for foreigners marketing objective - Attract at least 50,000 visitors every year. What 7 special events can you suggest to Promote Ranchi as a tourist destination. 7

7. Imagine you are the father/mother of a 10 year old boy and 4 year old girl. 10
- (a) How would you admonish your naughty boy who has made life difficult for everyone in the house ? Write in first person.
- (b) How will you comfort your little girl who is frightened of thunder and lightning ? Write in the first person.
8. Describe the Brand IMAGE of a modern format retail store or a Skin Clinic or Indian Fashion Designer or foot wear. 10
9. Give 6 examples of interactive advertising. 6
10. Sift the demographic factors from the psychographic factors in the given list CASTE, GENDER, HOBBIES, INCOME, EDUCATION, RELIGION, SOCIAL CIRCLE, OCCUPATION, ATTITUDES TOWARDS WOMEN, CLUB HABITS. 5
11. MARK T/F $\frac{1}{2} \times 10 = 5$
- (a) 'Modify attitude' is a marketing objective.
- (b) Increase sales by 2000 tonnes is an advertising objective.
- (c) Brand Personality answers the question 'Who Am I'.

- (d) The corresponding advertising objective for the desired response- "Marvellous ! that is just for me" is REINFORCED ATTITUDE.
- (e) The headline "click, whirr, swish ! And your clothes are clean" is based on the touch appeal.
- (f) The headline ' He failed the most important interview of his life ... his collar was grubby.' is based on the fear appeal.
- (g) 'It is the way you make me feel', is an example of a LIFE STYLE headline.
- (h) Consumer Benefit = Proposition + Reason. Why ?
- (i) Active Flouride is an example of a product benefit.
- (j) Point of Purchase is an example of Above - the - line - advertising.

12. One of the world's leading textile companies, in collaboration with a reputed Indian Designer, is introducing affordable designer women's jackets for the first time in India. What will be the
 - ADVERTISING OBJECTIVE
 - DESIRED RESPONSE. 6

13. Fendi, the Italian luxury brand has launched a new range of fashion accessories using Indian designs and materials for those living in the four metros. How would you style two images for a photo shoot for use in their advertising. 10

14. Think of an appropriate VISUAL (image or graphic) to represent any 3 of the mentioned words/phrases. Describe the visual in detail. Be Creative and think Different.

4x3=12

- (a) Smooth as silk
 - (b) You are in safe hands
 - (c) Mother's love
 - (d) Fear
 - (e) Live life king size
 - (f) Envy
 - (g) Durability
 - (h) Refresh.
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