

MANIPAL UNIVERSITY**FIFTH SEMESTER B. DES. (FD) DEGREE EXAMINATION – NOVEMBER 2017****SUBJECT: BFD 311 – OVERVIEW OF FASHION MARKETING**

Monday, November 06, 2017

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

- ✍ Answer any FIVE questions.
✍ Any missing data to be assumed suitably.

- 1A. Explain the Nature of Marketing.
1B. Briefly explain the Social Marketing Concept.
1C. Explain the structure of the Fashion Market with an example.

(3+3+4 = 10 marks)

- 2A. Describe the key elements of the Marketing Environment.
2B. Write the important steps in Consumer Decision Making Process.
2C. Briefly explain the primary and secondary types of research.

(3+3+4 = 10 marks)

- 3A. Briefly describe the three levels of the Product.
3B. What are the benefits of Branding to the Consumer?
3C. Explain the methods used for setting the price.

(3+3+4 = 10 marks)

- 4A. Write the advantages of distribution channel to the customers.
4B. Which are the elements of Channel Distribution?
4C. Describe the types of Retailers in Market Distribution.

(3+3+4 = 10 marks)

- 5A. Define Marketing Communications and write the different tools of the promotional Mix.
5B. Define Advertising. Write three advantages of advertising.
5C. Discuss the advantages and disadvantages of Public Relations.

(3+3+4 = 10 marks)

- 6A. Briefly explain the Retailers Function.
6B. Explain the factors in the Micro Environment.
6C. Describe the Product Mix in Marketing.

(3+3+4 = 10 marks)

