

MANIPAL ACADEMY OF HIGHER EDUCATION
FIFTH SEMESTER B. DES. (FD) DEGREE EXAMINATION – JAN/FEB 2018
SUBJECT: BFD 311 – OVERVIEW OF FASHION MARKETING

Monday, January 22, 2018

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

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

- 1A. Explain the Fashion Marketing Concept.
1B. Briefly explain the Holistic Marketing Concept.
1C. Identify the key marketing function and explain any one of them.

(3+3+4 = 10 marks)

- 2A. Explain the Marketing environment.
2B. Explain the factors effecting the consumer behavior.
2C. What is Market Research and write the importance of it.

(3+3+4 = 10 marks)

- 3A. Define a Product. Write about the three levels of a Product.
3B. Explain the Product Life Cycle.
3C. Explain the benefits of Branding to the consumer.

(3+3+4 = 10 marks)

- 4A. Write the advantages of distribution channel to the customers.
4B. Explain the levels of Distribution in Channel Distribution.
4C. Explain the SWOT analysis.

(3+3+4 = 10 marks)

- 5A. Define Marketing Communication and write about the different tools of the Promotional Mix.
5B. What is Personal Selling? Explain.
5C. Define Sales Promotion and write the advantages and disadvantages of Sales Promotion.

(3+3+4 = 10 marks)

- 6A. Define the Scope of Marketing.
6B. Differentiate between Micro and Macro Environment.
6C. Explain the factors for the Price Considerations of a firm.

(3+3+4 = 10 marks)

