

MANIPAL ACADEMY OF HIGHER EDUCATION
SECOND SEMESTER M.A. (FM) DEGREE EXAMINATION – APRIL 2018
SUBJECT: MAFD 502 – LUXURY FASHION MANAGEMENT

Wednesday, April 25, 2018

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

✍ **Answer any FIVE questions.**

1. Explain the concept of supply chain in luxury fashion by using relevant examples.
(10 marks)
2. What are the different ways of communication used by the luxury fashion brands to communicate it to the target fashion enthusiast? Explain with relevant examples.
(10 marks)
3. The published literature has come up with several typologies of consumers of the luxury industry depending on the categorization. Explain the categorization that dwells on “haves & have nots” and “status seeking”.
(10 marks)
4. ‘The luxury industry has been taking the licensing route since the beginning of retail expansion’. Explain the concept of licensing in luxury with suitable examples.
(10 marks)
5. ‘The concept of marketing is a misnomer in the luxury industry’. Explain the statement with reference to ‘productivity’ and ‘people’ in the luxury industry.
(5+5 = 10 marks)
6. **Write short notes on:**
 - 6A. Luxury Pop-up stores
 - 6B. Wholesale distribution in Luxury

(5 marks × 2 = 10 marks)

