

**MANIPAL ACADEMY OF HIGHER EDUCATION**  
**FIFTH SEMESTER B. DES. (FD) DEGREE EXAMINATION – JAN/FEB 2019**  
**SUBJECT: BFD 311 – OVERVIEW OF FASHION MARKETING**  
**(2015 SCHEME)**

Saturday, February 09, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

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

- 1A. Identify the key marketing functions.  
1B. Differentiate between the Traditional concepts and Modern concepts in Marketing.  
1C. Explain the Holistic Marketing Concept.

(3+3+4 = 10 marks)

- 2A. Explain the key elements of Marketing Environment.  
2B. Write the important stages in the research process.  
2C. Discuss about the Segmentation Strategy.

(3+3+4 = 10 marks)

- 3A. Explain “Cost Based” Pricing with an example.  
3B. What are the benefits of Branding to the Retailer?  
3C. Discuss the different stages of Product Life Cycle with suitable examples.

(3+3+4 = 10 marks)

- 4A. Explain the levels of distribution in fashion distribution process.  
4B. What are the advantages of distribution channels to the manufacturer?  
4C. Briefly discuss the five stages in the Planning Process.

(3+3+4 = 10 marks)

- 5A. Write three advantages and disadvantages of Personal Selling.  
5B. What is Publicity? Explain the other forms of Publicity.  
5C. Explain Push Pull Strategy with an example.

(3+3+4 = 10 marks)

- 6A. Describe the Factors in the Micro Environment.  
6B. Briefly describe the changing face of Distribution.  
6C. Explain the SWOT analysis.

(3+3+4 = 10 marks)

