

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

Friday, November 16, 2018

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

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

- 1A. Briefly explain the Holistic Marketing Concept.
1B. Define Consumer Needs, Wants and Demands with an example.
1C. Differentiate between Marketing and Sales.

(3+3+4 = 10 marks)

- 2A. Write the important steps in Consumer Decision Making Process.
2B. Explain the importance of Marketing Research to Fashion Marketers.
2C. Briefly explain the primary and secondary types of research.

(3+3+4 = 10 marks)

- 3A. Explain the 'Cost Based' Pricing.
3B. Define a Product. Write about the three levels of a Product.
3C. Explain the length of the Product Mix, Width of the Product Mix and Depth of the Product Mix.

(3+3+4 = 10 marks)

- 4A. What are the advantages of distribution channel to the manufacturer's?
4B. Describe the types of retailer's in market distribution.
4C. Explain the SWOT analysis.

(3+3+4 = 10 marks)

- 5A. Define Advertising. Write three advantages of advertising.
5B. Explain Push Pull Strategy with an example.
5C. Write three advantages and disadvantages of Personal Selling.

(3+3+4 = 10 marks)

- 6A. Explain the factors in the Micro Environment.
6B. Explain the evaluation of alternatives criteria.
6C. Explain the benefits of branding to the consumer.

(3+3+4 = 10 marks)

