Reg. No. ☐☐☐☐☐☐☐☐☐☐

BFDFDC 355

Credit Based VI Semester B.Sc. (FD) Examination, September 2022
FASHION MARKETING AND CAREER GUIDANCE

Time : 3 Hours   Max. Marks : 120

PART – A

I. Answer **any 3** of the following :   **(3×15=45)**

1) Define fashion marketing. Explain the psychological process and sociological aspects of consumer behaviour in detail.

2) In detail explain fashion consumer buying behaviour.

3) Discuss the purpose of marketing research in fashion.

4) Explain the factors affecting the fashion pricing decision.

PART – B

II. Answer **any five** of the following :   **(5×9=45)**

5) Outline the importance of retailing in fashion.

6) Explain briefly the following :
   i) Visual merchandising
   ii) Fashion predictor
   iii) Costume designer.

7) What is segmentation ? Discuss the importance of segmentation.

8) Enumerate fashion marketing mix briefly.

9) Discuss the methods in data collection.

10) Explain the pricing strategies in relation to new producer.

11) Briefly explain the ethical issues in fashion marketing.

PART – C

III. Write short notes on **any five** of the following :   **(5×6=30)**

12) a) Organizational buyer.

b) Mass marketing.

c) Gray market.

d) Public relation assistant.

e) Fashion marketing v/s fashion industry.

f) Questionnaire design.

g) Fashion supplier.

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