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BFDFDE 385

**Choice Based Credit System VI Semester B.Sc. (F.D)
Examination, September 2022
(2021 – 22 Batch Onwards)
FASHION MARKETING AND CAREER GUIDANCE**

Time : 3 Hours

Max. Marks : 120

PART – A

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

- 1) What is questionnaire design ? Explain methods of attitude measurement.
- 2) What is pricing garments ? Explain and also explain fashion services.
- 3) What is fashion marketing ? Explain.
- 4) Explain sociological aspects of consumer behavior.

PART – B

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

- 5) Explain the grey market and the trends in internet retailing.
- 6) Explain press assistance.
- 7) Explain fashion marketing mix.
- 8) Explain organisational buyer.
- 9) Explain new media promotion.
- 10) What is supplier ? Explain.
- 11) Explain about product development.

P.T.O.



PART – C

III. Write short notes on **any five** of the following :

(5×6=30)

- a) Textile agent.
 - b) Costume designer.
 - c) Visual merchandising.
 - d) Recruitment consultant.
 - e) Assistant Designer.
 - f) Asst. Buyer.
 - g) High Street Retailer.
 - h) Data Collection.
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