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Total No. of Questions : 07

PRINCIPLES OF FASHION MARKETING

M.Code : 75284

Date of Examination : 10-01-2023

Max. Marks : 60

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** consists of **THREE** Sub-sections : Units-I, II & III.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Attempt any **FOUR** questions, **ONE** from each Sub-section and fourth from any sub-section.

SECTION-A

1. **Define the following :**
 - a. Traditional marketing
 - b. Production of goods
 - c. Selling of goods
 - d. Sales promotion
 - e. Importance of advertising
 - f. Importance of internet in retailing
 - g. Digital marketing
 - h. Consumer
 - i. Importance of branding
 - j. Marketing mix

SECTION-B

UNIT-I

2. Differentiate between selling and marketing concepts.
3. Explain the terms societal marketing concept, product concept and production concept.

UNIT-II

4. Explain Michael Porter's 5 Force Model.
5. Give characteristics of product and explain Product Life Cycle.

UNIT-III

6. Elaborate on types of Promotion Mix.
7. What different materials are used for packaging in Apparel Industry?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.