

**Roll No.**

**Total No. of Pages : 01**

**Total No. of Questions : 08**

## Master of Design (Fashion & Textiles) (Sem.-3)

## FASHION ADVERTISING AND SALES PROMOTION

**Subject Code : MDFT308-19**

**M.Code : 78574**

**Date of Examination : 23-12-22**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

**1. Attempt any FIVE questions out of EIGHT questions.**

**2.Each question carries TWELVE marks.**

1. Explain the fashion marketing concept. How can a Fashion product be effectively promoted?
2. Comment whether, fashion advertising is lacking in sensitivity towards ethical and environmental issues.
3. Explain the following models:
  - a. AIDA Model
  - b. Innovation adoption Model
4. Explain the significance of Media selection for effective communication. How can one benefit from media scheduling.
5. Enumerate the factors governing the advertising budget. Define methods of advertising appropriations.
6. Explain the organisational structure of an Advertising agency. What factors should be kept in mind before selecting an agency.
7. How can one evaluate and measure the effectiveness of any advertising campaign? Support your argument with suitable examples.
8. How can Visual merchandising be used as a tool for fashion promotion? Substantiate your answer with examples.

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