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Total No. of Pages : 01

Total No. of Questions : 08

Master of Design (Fashion & Textiles) (Sem.-3)
FASHION ADVERTISING AND SALES PROMOTION
Subject Code : MDFT-308-19
M.Code : 78574

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) Why there is need to promote fashion differently?
- 2) Define advertisement. How advertisement plays an important role in fashion marketing, explain by an example.
- 3) What are the social and ethical issues in advertising?
- 4) Write a note on :
 - a) Innovation adoption model of advertisement.
 - b) Operation model of advertisement.
- 5) What do you mean by advertising media, media selection and media scheduling?
- 6) What techniques are used to determine an advertising budget?
- 7) What is the role of advertising agency in fashion market? As a fashion entrepreneur, how you will select and co-ordinate with fashion agencies?
What is the purpose of fashion promotion? Explain any 4 types of fashion promotion.
- 8)

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.