

Roll No.

Total No. of Pages : 01

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

PRINCIPLES OF FASHION MARKETING & MANAGEMENT

Subject Code : MDFT-306-19

M.Code : 78572

Date of Examination : 12-12-22

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. Why is it important to study buyers' behaviour and perform consumer analysis? How can these influence the marketing strategies?
2. Enumerate the various stages of new product development. Elaborate on the various reasons for new product development.
3. Explain briefly the following:
 - a. Promotion Mix
 - b. Public Relation.
4. “*Packaging can be theatre; it can create a story*” Comment. Describe the role of packaging in branding and marketing.
5. What are distribution channels? Describe its characteristics and types.
6. Explain Sales promotions and Branding as a retail fashion promotion tool to attract consumers.
7. Comment on the role and responsibilities of a merchandiser.
8. Define the nuances of Retailing. Elaborate on the different types of retail operations.

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.