B. Sc. DEGREE (C.B.C.S.S) EXAMINATION, MARCH 2017
(Supplementary – 2014 Admission)
SEMESTER IV – COMPLEMENTARY COURSE
(APPAREL AND FASHION DESIGN)
FD4FMM - FASHION MARKETING AND MERCHANDISING

Time: Three Hours   Maximum marks: 80

PART A

I.   Answer all questions. Each question carries 1 mark.

1.   Name any two major apparel brands.
2.   Define merchandise.
3.   What is secondary research?
4.   What is the difference between selling and marketing?
5.   Who is a Vendor?
6.   What is online marketing?
7.   Define demand and supply.
8.   Abbreviate CMT.
9.   What is a demographic segmentation?
10. What is trade fair?

                                                       (10x1=10)

PART B

II. Answer any eight questions. Each question carries 2 marks.

11. Define the term brand and give examples.
12. What is Market segmentation?
13. Explain the importance of window display in fashion marketing.
14. What is advertising?
15. What is the purpose of market research?
16. What is marketing environment?
17. What is sampling?
18. Describe Fashion publicity.
19. Describe push and pull strategies.
20. Describe product life cycle?
21. What is a spec sheet?
22. What is fashion retailing?

                                                       (8x2=16)

PART C

III. Answer any six questions. Each question carries 4 marks.

23. Briefly explain the importance of window display in fashion marketing.
24. What are the functions of various departments of garment industry?

25. Explain Marketing mix.
26. Explain the types of fashion shows.
27. Explain the role of fashion press in fashion marketing.
28. Briefly explain SWOT analysis?
29. Write notes on customer segmentation.
30. Explain marketing research methods.
31. Describe the different types of store categories.

(6x4=24)

PART D

IV. Answer any two questions. Each question carries 15 marks.

32. Explain visual merchandising methods.
33. What are the functions and role of fashion merchandisers in manufacturing unit and Retail store?
34. Explain the effect of consumer behavior in fashion marketing.
35. Explain various methods of Fashion Advertising and Fashion Publicity.

(2x15=30)