

TB144020C

Reg. No:

Name:

**B. Sc. DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2018
(2014 Admission Supplementary)
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. Define segmentation?
2. What is a spec sheet?
3. What is Demi-couture.?
4. Give an example for window display.
5. What is called press show?
6. Illustrate any one international Logo?
7. Expand PEST.
8. What is called cost price?
9. Who is a QC?
10. Mention any two international brands.

(10x1=10)

PART B

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

11. Which are the two types of sales promotion?
12. List any two primary research methods
13. Define marketing?
14. Who are converters?
15. What is called cooperative advertising?
16. Differentiate specialty stores and convenient stores
17. What is called geographic segmentation?
18. Write on CMT.
19. Write any two fashion marketing methods.
20. Define sampling?
21. Describe Trademark?
22. What is a logo? Give example

(8x2=16)

PART C

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

23. Define marketing research. What are its goals?
24. Illustrate a fashion product life cycle.
25. What is brand licensing?
26. Explain the consumer buying behavior.
27. Write a note on the concept of marketing?
28. What is called quantitative research?
29. Explain SWOT analysis?
30. Comment on any two types of fashion advertising.
31. Write a note on visual merchandising.

(6x4=24)

PART D

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

32. Write briefly on planning and strategy in fashion marketing.
33. What is marketing? Briefly explain the marketing mix.
34. Explain in detail the role and duties of a fashion merchandiser.
35. Discuss on the macro and micro marketing environment

(2x15=30)