

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2025
2023 ADMISSIONS SUPPLEMENTARY
Apparel And Fashion Design SEMESTER II - COMPLEMENTARY COURSE 2
FD2B02B23 - Fashion Marketing and Merchandising

Time : 3hrs Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks**(10x2=20)**

1. Differentiate between mark up and mark down.
2. Recall LFL comparison.
3. Define customer segmentation and its purpose.
4. Describe the different types of segmentation.
5. Describe any two type of retail stores.
6. Illustrate an international fashion brand and write its strapline.
7. Describe brand canvas with suitable example.
8. Recall marquee.
9. Describe promotional mix.
10. Differentiate between a vendor and a subcontractor.
11. Identify the point of purchase.
12. Describe the 4 R's of Merchandising.

Part B

II. Answer any Six questions. Each question carries 5 marks**(6x5=30)**

13. Explain Poter's five force of analysis.
14. Describe the two types of fashion marketing.
15. Define buying behavior.Explain the four types of buying behavior with reference to high and low involvement .
16. Detail on the need for a company to brand its products?
17. Explain about the different types of stores.
18. Explain the different PR techniques in promoting fashion.
19. Explain sampling and pattern making department in a garment industry.
20. Explain the difference between spec sheet, route card and T and A chart.
21. Explain the importance of Route card.

Part C

III. Answer any Two questions. Each question carries 15 marks**(2x15=30)**

22. Explain in detail the marketing environment.
23. Discuss on steps to be considered creating a fashion brand and its logo with a strapline.
24. Write briefly on Fashion PR and Publicity.
25. Explain the functions of various departments in a garment industry.