

TB222010W

Reg. No :

Name :

B. Sc. DEGREE (C.B.C.S.) EXAMINATION, MARCH 2023

**2022 Admissions Regular & 2021 Admissions Supplementary / Improvement And 2020, 2019 And 2018 Admissions
Supplementary**

SEMESTER II - COMPLEMENTARY COURSE (APPAREL AND FASHION DESIGN)

FD2C02B18 - FASHION MARKETING AND MERCHANDISING

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. List out the fashion marketing techniques.
2. Differentiate between field research and desk research.
3. Define behavioral segmentation.
4. Which is the most widely used segmentation for consumer study?
5. Define branding.
6. Illustrate a brand's logo with an iconic emblem in it and write its slogan.
7. Differentiate licensing from trademark.
8. Define window display. Write the two types of window display.
9. List out the different PR techniques used in fashion promotion.
10. Define merchandising.
11. Differentiate between a vendor and a subcontractor.
12. State the qualities needed for a merchandiser.

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Write about Price in the 4 P's of marketing mix.
14. Explain the observation method of market research.
15. Write in detail about psychographic and geo-graphic customer segmentation.
16. Write about window display and visual merchandising.
17. Differentiate between product placement and celebrity seeding with examples.
18. Write the role of fashion press in fashion promotion.
19. Write about sampling and pattern making department.
20. Explain the functions of a merchandising department.
21. Write a detailed note on Route card.

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Write in detail about PEST analysis and SWOT analysis.
23. Describe how customers can be segmented to study the consumer buying behaviour.

24. Explain in detail the four key elements of fashion promotional mix.
25. Explain the importance of a Quality Controller, Fashion Buyer, and Merchandiser in a the working of an apparel industry.