

Exam. Code : 108606

Subject Code : 2692

B.Sc. (Fashion Designing) Semester—VI

**FASHION INDUSTRY MARKETING AND
MANAGEMENT**

Paper—V

Time Allowed—3 Hours] [Maximum Marks—75

Note :— Attempt any **five** questions in all. All questions carry equal marks

1. Discuss the various levels of fashion industry.
2. 'Fashion industry is a hub of career.' Comment.
3. What is marketing research? Write about the various methods for market research.
4. Define retailing. Discuss the various channels of retailing.
5. Write down the concept and principle of management.
6. What is fashion market? Explain the micro environment of fashion market.
7. Discuss the various sales promotion techniques of fashion market.
8. Define marketing. Explain the nature and scope of marketing.