

**Sr. No. 3226**

**Exam.Code:108606**

**Subject Code : 2962**

**B.Sc. Fashion Designing - 6th Sem.**

**(2518)**

**Paper: V**

**Fashion Industry, Marketing & Management**

**Time allowed: 3 hrs.**

**Max. Marks: 75**

The paper contains 8 questions. Attempt any 5 questions.

Each question carries 15 marks each.

Q-1.What do you know about Fashion industry functioning with respect to the Indian fashion market and Global fashion market?

Q-2.Write in detail about various careers that can be opted for in a fashion industry?

Q-3. Explain market segmentation, targeting and positioning with suitable examples?

Q-4. Explain the following retail formats

a) Discount Retailing

b) Catalogue Selling

c) Malls

d) Department stores

e) Internet Selling

Q-5. Describe the user's buying behaviour and explain the steps in the buying cycle?

Q-6.Why is marketing so important for any new or old product ?

Q-7. Consider yourself to be the marketing manager in a fashion firm. How will you strategically market your products?

Q-8. Describe the nature, scope and concept of Marketing?

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