

**Exam. Code : 108606**

**Subject Code : 2266**

**B.Sc. Fashion Designing 6<sup>th</sup> Semester**

**FASHION INDUSTRY, MARKETING AND  
MANAGEMENT**

**Paper—V**

Time Allowed—3 Hours] [Maximum Marks—75

**Note :—** Attempt **five** questions selecting at least **one** question from each Unit. All questions carry equal marks.

**UNIT—I**

1. Discuss in detail the evolution of fashion industry in India.
2. Compare the Indian fashion market with the Global fashion market.

**UNIT—II**

3. Discuss the various careers in the Fashion industry.
4. Define the following :
  - (a) Couture
  - (b) Ready to wear
  - (c) Mass production.

### UNIT—III

5. Define marketing. Discuss the nature and scope of marketing.
6. What do you understand by marketing research ? Discuss its importance.

### UNIT—IV

7. Explain the traditional four P's of Marketing. What are the modern P's of Marketing ?
8. Define Marketing Environment. Explain the PESTEL model of Environment.

### UNIT—V

9. Define Management. Discuss Fayol's Principles of Management.
10. Discuss the characteristics of management in detail. Give examples from businesses in the Fashion Industry.