

**Exam. Code : 108606**

**Subject Code : 2112**

**B.Sc. Fashion Designing 6<sup>th</sup> Semester  
FASHION INDUSTRY, MARKETING AND  
MANAGEMENT**

**Paper—V**

Time Allowed—2 Hours]

[Maximum Marks—75

**Note :—** Attempt any **FOUR** questions. All questions carry equal marks.

1. Discuss in detail the evolution of fashion industry in India.
2. Compare the Indian fashion market with the Global fashion market.
3. Discuss the various careers in the Fashion industry.
4. Define the following :
  - (a) Couture
  - (b) Ready to wear
  - (c) Mass production.
5. Define marketing. Discuss the nature and scope of marketing.
6. Explain the traditional four P's of Marketing. What are the modern P's of Marketing ?
7. Define Management. Discuss Fayol's principles of Management.
8. Discuss the characteristics of management in detail. Give examples from businesses in the Fashion industry.