

6. Define Marketing. Explain how essential marketing strategies are in selling of a product ?
7. What is meant by Fashion Market ? Explain in detail the world's top most fashion markets in terms of apparel and clothing.
8. What is meant by marketing environment ? Give a detailed description of the role of the environment in the marketing of a product ?

**Exam. Code : 108606**  
**Subject Code : 2117**

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

**Paper—V**

Time Allowed—2 Hours] [Maximum Marks—75

**Note :—** There are *eight* questions of equal marks.  
Candidates are required to attempt any *four* questions.

1. Give a detailed write-up on the introduction to fashion industry.
2. What is the concept of global market ? Is it also true in terms of fashion industry ? Explain in detail.
3. Explain the various career options in fashion industry in detail.
4. What is meant by couture in Fashion Industry ? Are couture collections available to masses or just to specific clients ? Explain.
5. List down the various agencies conducting market research in the field of fashion and also explain the role of marketing research.