

Exam. Code : 108606

Subject Code : 2023

**B.Sc. Fashion Designing 6th Semester
FASHION INDUSTRY, MARKETING AND
MANAGEMENT**

Paper—V

Time Allowed—3 Hours] [Maximum Marks—75

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. What is meant by fashion and give the contribution of the fashion Industry in the Global scenario ?
2. Give a detailed contribution of Indian fashion market in its economy.

SECTION—B

3. Give a detailed difference between couture and mass production as levels of fashion Industry.
4. To have a fulfilling career in the fashion industry what are the requirements and also pen down some flourishing career options ?

SECTION—C

5. Discuss the various options how marketing research can be conducted, also explain how research is beneficial in marketing ?
6. Explain the nature and scope of marketing in detail.

SECTION—D

7. Give a detailed difference between the micro and macro environment effecting marketing of a fashion product.
8. Define Management. Explain in detail the various principles and characteristics of Management.