

**Exam. Code : 110603**

**Subject Code : 2888**

**Bachelor of Vocation (Fashion Technology)**

**3<sup>rd</sup> Semester**

**FASHION INDUSTRY MARKETING AND  
MANAGEMENT**

**Paper—VI**

Time Allowed—3 Hours] [Maximum Marks—100

**Note :—** Candidates are to attempt **FIVE** questions, **ONE** from each Section. **Fifth** question may be attempted from any Section. All questions carry equal marks.

**SECTION—I**

1. Explain the various levels of fashion industry.
2. What are the various career opportunities available in fashion industry ?

**SECTION—II**

3. Define marketing and explain various marketing concepts.
4. Explain the nature and scope of marketing.

### SECTION—III

5. What are the marketing environments ? Explain Macro environment in detail.
6. What do you mean by marketing research and write method of conducting marketing research and its importance.

### SECTION—IV

7. Define management and write the various principles of management.
8. Write briefly about the following :
  - (a) Fashion show
  - (b) Catalogue selling.