

Bachelor of Vocation (Fashion Technology) - 3rd Sem. (Batch 2020-23)
(2221)

Paper-VI : Fashion Industry Marketing & Management

Time allowed: 3 hrs.

Max. Marks: 100

Note: Attempt five questions in all selecting one question from each section. Fifth questions can be attempted from any section. All questions carry equal marks.

SECTION-A

1. Write briefly about the Indian fashion industry?
2. Explain the various levels of fashion industry?

SECTION-B

3. Define marketing and discuss the nature of marketing?
4. Explain the various concepts of marketing?

SECTION-C

5. Define marketing research? Explain the method of conducting marketing research?
6. What do you mean by marketing environment? Explain the macro environment in detail?

SECTION-D

7. Define management and write the various principles of management?
8. Write briefly about the following:
 - a) Fashion show
 - b) Internet selling
 - c) Exhibitions
 - d) Direct selling
