

BFAD
EXAMINATION 2015-2016
SEMESTER VII, ODD SEMESTER
CONSUMER BEHAVIOR AND FASHION MARKETING [CODE : NFD-702]
SET-A

Max. Time : 3 Hrs

Max. Marks : 100

SECTION – A

1. Attempt all parts. All parts carry equal marks. Write answer of each part in short [10X02=20]

- (a). Write the 4 P's of Marketing?
- (b). Abbreviation of PESTEL?
- (c). What is psychological pricing?
- (d). Differentiate selling and Marketing?
- (e). Write any two advantages of Market segmentation?
- (f). Write the important parameters for consumer's perception of quality?
- (g). What is catalog showroom?
- (h). What is Silhouette?
- (i). Write any two objectives of fashion forecasting?
- (j). Abbreviation of FMCG, USP, STP, ATL. ?

SECTION - B

Attempt any five [5] questions from this section. [05X10=50]

- 2. Write the basic concepts in the market?
- 3. What do you know about fashion forecasting?
- 4. Explain the types of pricing?
- 5. Explain marketing plan for fashion?
- 6. Explain market mix with example?
- 7. How market environment classified? With example.
- 8. Explain the importance of fashion communication?
- 9. Consumer behavior is needful in the fashion industry – justify?

SECTION - C

Attempt any two [2] questions from this section. [02X15=30]

- 10. Explain the marketing mix with example?
- 11. Explain micro and macro environment ? with example.
- 12. Briefly explain about Marketing strategy?