

Printed Pages : 2



BFAD402

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 165402

Roll No.

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BFAD

(SEM. IV) THEORY EXAMINATION, 2014-15
FASHION MARKETING AND MERCHANDISING

Time : 3 Hours]

[Total Marks : 100

- 1 Attempt any two : 2×10=20
- (a) Explain the core concept of markets.
 - (b) Write about the problems and opportunities of fashion marketing.
 - (c) Explain marketing strategy with example.
- 2 Attempt any two : 2×10=20
- (a) What is cost analysis, prepare a cost sheet for any product.
 - (b) Explain : (i) airway bill (ii) Balance sheets (iii) debts.
 - (c) Explain : (i) core label (ii) catalogue (iii) broker.

- 3 Attempt any two : 2×10=20
- (a) Describe channel of distribution.
 - (b) What is cyber marketing.
 - (c) Explain marketing segmentation.
- 4 Attempt any two : 2×10=20
- (a) Briefly explain marketing targeting.
 - (b) Write the importance of advertising.
 - (c) Write the definition of marketing.
- 5 Attempt any two : 2×10=20
- (a) Explain the buying and selling concept.
 - (b) What is positioning ?
 - (c) Explain : (i) B2B (ii) C2C.
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