

# School of Architecture and Design

Architecture  
ETE - Jun 2023

Time : 3 Hours

Marks : 100

**Sem IV - B1UB402T / BFAD2004**

**Fashion Marketing**

*Your answer should be specific to the question asked*

*Draw neat labeled diagrams wherever necessary*

1. How fashion forecasting plays an important role in fashion industry? Explain. K2 CO2 (5)
2. What is fashion forecasting? Write about any one fashion forecasting agency. K2 CO3 (5)
3. Explain the marketing strategy of the product in detail. K1 CO1 (5)
4. What is the role of marketing research while launching a fashion product? K4 CO4 (10)

**OR**

- What is consumer motivations and how is it influenced? K4 CO5 (10)
5. How will you explain buying behavior of a fashion customer? Explain. K5 CO3 (10)
  6. What do you understand by fashion marketing plan? Explain it. K3 CO1 (10)
  7. Explain the role of marketing research in new product development. K4 CO2 (10)
  8. What are the factors influencing the sales of a product? K4 CO4 (15)
  9. Explain the role of marketing research in launch of a new product. K4 CO3 (15)
  10. What will be your selling strategy for a newly launched fragrance brand? K5 CO1 (15)

**OR**

- What are the 7 marketing functions and why are they important? K5 CO2 (15)