

School of Architecture and Design

Bachelor of Science in Fashion Design
Semester End Examination - Jun 2024

Duration : 180 Minutes
Max Marks : 100

Sem IV - B1UB407T - B1UB402T - Fashion Marketing

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) What is meant by 'fashion marketing mix'? K1(2)
- 2) What is the relationship between consumer self-concept and fashion choices? K2(4)
- 3) Explain the significance of the product life cycle in fashion and related industries. K2(6)
- 4) Analyze the relationship between lifestyle and consumer behavior in the context of luxury fashion. K3(9)
- 5) Discuss the impact of globalization on demographic subcultures within fashion marketing. K3(9)
- 6) Analyze how attitudes and lifestyle can predict consumer behavior in the sustainable fashion segment. K5(10)
- 7) Examine the relationship between marketing research and the success of new product development in fashion. K4(12)
- 8) Analyze the strategic importance of the fashion marketing plan in guiding a fashion brand's objectives and tactics. K5(15)
- 9) Critically evaluate the role of market segmentation in the development and management of the fashion marketing mix. K5(15)
- 10) Provide an in-depth critique of the current fashion communication strategies with respect to consumer decision-making behavior. K6(18)