

19. _____ is the technique retailers are using to counter mass merchandised assortments and it is the practice of creating and manufacturing product lines or items targeted to a specific market.

- a. Micro Marketing
- b. Retail Merchandising
- c. Macro Merchandising
- d. Micro Merchandising

20. Seeking qualified potential customers through screening and analysis of data base information is known as _____.

- a. Fullfillment
- b. Customer relationship management
- c. Prospecting
- d. Direct marketing

PART B (5x16 = 80 Marks)

21. a. Write elaborately the various communication strategies followed within the fashion industry.

(OR)

b. Define the term fashion marketing communication. Discuss about the role of professionals required for effective fashion marketing communication.

22.a. Discuss the role of marketing communication in consolidating brand position and influencing consumer perception of fashion brands.

(OR)

b. Write short notes about the following:

- i) Mass communication.
- ii) Impact of globalization on fashion communication.

23.a. Define advertising and explain the types of fashion advertising in detail.

(OR)

b. i). Write about the role of any two special events in fashion promotion.

ii) Briefly write a note on media planning.

24. a. Explain various sales promotion activities adopted for fashion apparel retailing.

(OR)

b. Write short notes on

- i) Direct Marketing
- ii) E-Marketing

25. a. Discuss the various regulatory and ethical issues in fashion marketing communication.

(OR)

b. Explain about the impact of technology on fashion communication.
