

H 1305

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2006.

Sixth Semester

Fashion Technology

FA 220 — FASHION BUSINESS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is the function of marketing?
2. Define consumer Behaviour.
3. What are the elements in marketing mix?
4. Give examples for chain stores and departmental stores in Coimbatore city.
5. Name 4 important centers for sourcing 'sewing thread'.
6. Define product planning.
7. Define marginal pricing.
8. What are the factors influencing pricing?
9. Give the importance of advertising media in Fashion marketing.
10. Brief on any two types of Sales Promotion.

PART B — (5 × 16 = 80 marks)

11. (i) How does fashion shows and trade shows influence market of a product? Explain.
- (ii) Explain in detail the significant aspects of visual merchandising.

12. (a) Explain the functioning of domestic market and international market in South India.

Or

- (b) What is demand – supply elasticity? Explain with suitable illustrations.

13. (a) Explain the various steps in marketing research.

Or

- (b) Explain the functions of various types of retail stores.

14. (a) What are the different stages in product life cycle? Explain with reference to an example from the apparel industry.

Or

- (b) Consider an example of a newly established Textile showroom in Chennai and explain the product range planning for the store.

15. (a) (i) What are the various pricing policies to be accounted while fixing prices?

- (ii) Explain any three pricing methods in detail.

Or

- (b) What is the role of computers in marketing? Discuss.
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