



M.TECH DEGREE EXAMINATIONS: DEC 2015

(Regulation 2014)

Third Semester

APPAREL TECHNOLOGY

P14FTE505: Fashion Communication

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. Sequence the Marketing communication process. CO3 [K₃]
 - i. Encoding and Message
 - ii. Decoding
 - iii. Receiver
 - iv. Sender
 - v. Response and Feedback

a) iv -i-ii-iii-v	b) i-iii-iv-ii-v
c) ii-iv-iii-i-v	d) iii-ii-i-iv-v

2. Assertion (A): IMC is the key for solving the confusion about the shift from mass to target marketing, larger and richer mix of communication channels and promotion tools. CO3 [K₄]
Reason (R): IMC describes company's aspirations to align its communication efforts in a consistent and integrated manner

a) Both A and R are true and R is the correct explanation of A	b) Both A and R are true and R is not the correct explanation of A
b) A is true and R is false	d) A is false and R is true

3. The ideas, beliefs and values of groups expressed through fashion and clothing used to challenge that of other groups are called----- CO1 [K₂]

a) Power	b) Ideology
c) Deception	d) Allegory

4. Matching List I with List II CO2 [K₃]

List I	List II
A. Modernity	i. Possibility of assigning an object

B. Post Modernity	ii. Creation from remains and debris
C. Bricolage	iii. Production
D. Ambivalence	iv. Consumption

	A	B	C	D
a)	iii	iv	ii	i
b)	iv	iii	ii	i
c)	ii	iv	iii	i
d)	iii	i	ii	iv

5. Assertion (A): Fashion and clothing used to indicate positions of power, dominance and subordination. CO2 [K₄]

Reason (R): Competitive class emulation is thus the engine of fashion and clothing

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|---|--|
| a) Both A and R are false and R is the correct explanations of A | b) Both A and R are false and R is NOT the correct explanations of A |
| c) Both A and R are true and R is NOT the correct explanations of A | d) Both A and R are true and R is the correct explanations of A |

6. Identify the tool of the promotional mix consisting of short-term incentives to encourage the purchase or sale of a product or service. CO5 [K₂]

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|---------------------|---------------------|
| a) advertising | b) public relations |
| c) direct marketing | d) sales promotion |

7. Sequence the media planning process CO4 [K₃]

- i. Situation and objectives
- ii. Media buyer and Ads rolls out
- iii. Vehicle selection and proposed schedule
- iv. Strategy and media brief
- v. Client approval

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|------------------|--------------------|
| a) i-iii-iv-v-ii | b) i – iv-iii-v-ii |
| c) i-v-iv-iii-ii | d) i- v-iv-ii-iii |

8. Identify which one among the following is considered as strength of advertising as a marketing technique CO4 [K₂]

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|---------------------------|---|
| a) Directly affects sales | b) Best communication tool for persuading consumers |
| c) Its inexpensive | d) Can reach a mass audience |

9. Identify the major promotional tool used for press relations, product publicity, corporate communications, lobbying, and public service to communicate information. CO5 [K₂]

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|----------------|---------------------|
| a) advertising | b) public relations |
|----------------|---------------------|

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| 28. Describe the major steps involved in advertising decisions. | CO4 | [K ₂] |
| 29. Discuss the role of advertising and sales promotion. | CO5 | [K ₃] |
| 30. List and briefly describe the primary functions performed within public relations. | CO5 | [K ₂] |

PART D (2 x 10 = 20 Marks)

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|---|-----|-------------------|
| 31. The art of marketing communication goes back long way. How do you think the way in which the advertising has been used and constructed over the time and why? | CO4 | [K ₄] |
| 32. Discuss in detail about the role of communication in personal selling and e marketing. | CO5 | [K ₂] |
