KUMARAGURU
college of technology
character is life

B.TECH DEGREE EXAMINATIONS: APRIL / MAY 2023

(Regulation 2018)

Sixth Semester

FASHION TECHNOLOGY

U18FTE0013: Fashion Marketing

COURSE OUTCOMES

CO1: Acquaint with the fashion marketing process and develop a fashion market

CO2: Understand fashion consumer psychology and the influence on decision making.

CO3: Appreciate the purpose of research in fashion marketing

CO4: Understand fashion forecasting and practice the same for a specific season.

CO5: Understand marketing strategies and distribution of fashion services through retailing.

CO6: Acquaint with communication techniques in fashion marketing and planning the same.

Time: Three Hours   **Maximum Marks: 100**

Answer all the Questions:-
PART A (10 x 2 = 20 Marks)
(Answer not more than 40 words)

1. Classify the structure of Fashion market.	CO1	[K2]
2. Compare micro and macro environment.	CO1	[K2]
3. Analyze the role of consumer behavior in Marketing.	CO2	[K3]
4. Classify Customers.	CO2	[K2]
5. Compare primary and secondary data in marketing research?	CO3	[K3]
6. Outline the different stages of Fashion Cycle	CO4	[K2]
7. Explain the principles of Forecasting	CO4	[K2]
8. Describe Grey Market.	CO5	[K2]
9. Identify an example for Penetrative Pricing strategy	CO5	[K2]
10. Define Marketing Audit	CO6	[K2]

Answer any FIVE Questions:-
PART B (5 x 4 = 20 Marks)
(Answer not more than 80 words)

11. Describe marketing environment and classify.	CO1	[K3]
12. Summarize the stages of Consumer Decision making process.	CO2	[K2]
13. Analyze the scope of Marketing Research.	CO3	[K2]

14.	Write a note on Delphi method.		CO4 [K₂]
15.	Summarize the importance of fashion retailing.		CO5 [K₂]
16.	Outline the components of Visual Merchandising		CO6 [K₂]

Answer any FIVE Questions:-
PART C (5 x 12 = 60 Marks)
(Answer not more than 300 words)

17.	a)	What are the 4p's and 7p's of Marketing Mix. Explain 4p's	6	CO1 [K₂]
	b)	Explain the factors influencing Macro Marketing Environment.	6	CO1 [K₂]
18.	a)	Describe Market Segmentation and classify	6	CO2 [K₂]
	b)	What is Research Design? Discuss the different types of Research Methods.	6	CO2 [K₂]
19.	a)	Discuss the different types of Probability Sampling.	6	CO3 [K₂]
	b)	Compare and contrast probability sampling and Non-Probability Sampling.	6	CO3 [K₃]
20.	a)	Outline the advantages of Fashion Forecasting.	6	CO4 [K₂]
	b)	Summarize the limitations of Fashion forecasting.	6	CO4 [K₂]
21.	a)	Explain the Internal factors Influencing price decision.	6	CO5 [K₂]
	b)	How is the internal factors different from external factors that influence price decision?	6	CO5 [K₃]
22.	a)	Discuss the Ethics in Marketing Communication and its impact on marketing.	6	CO6 [K₃]
	b)	Explain the importance of Public Relation and Celebrity Endorsement in fashion marketing.	6	CO6 [K₂]

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