

Total No. of Pages : 2

Register Number :

**6967**

Name of the Candidate :

**M.B.A. DEGREE EXAMINATION DECEMBER 2013.**

**(DESIGN MANAGEMENT)**

**(SECOND YEAR)**

**253 — FASHION MARKETING AND EVENTS**

Time : Three hours

Maximum : 75 marks

---

**SECTION A**

**Answer any FIVE questions. (5 × 3 = 15)**  
**All questions carry equal marks.**

1. What is fashion marketing?
2. State the importance of marketing environment.
3. Who is an organisational buyer?
4. Define segmentation.
5. What is marketing mix?
6. What is fashion service?
7. Why should we promote fashion?
8. What is a fashion show?

**SECTION B**

**Answer any THREE questions. (3 × 10 = 30)**  
**All questions carry equal marks.**

9. State the importance fashion marketing in India.
10. Explain the characteristics of a fashion consumer.
11. Explain fashion marketing research.
12. State the need for special events in fashion marketing.

**SECTION C****Answer any ONE question.****(1 × 15 = 15)**

13. Explain the elements in fashion marketing environment.
14. Discuss the factors to be considered while designing fashion products.
15. Explain the methods of pricing fashion garments.

**SECTION D****Compulsory****(1 × 15 = 15)**

16. Discuss the strategies to be adopted while planning and running a fashion show.
-