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Register Number:

Name of the Candidate:

B.Sc. DEGREE EXAMINATION, May 2015

(FASHION DESIGN)

(SECOND YEAR)

208/630: STUDY OF APPAREL MARKETING

(New Regulations / Old Regulations)

Time: Three hours

Maximum: 60 marks

SECTION-A

(5× 1 = 5)

Answer ALL questions

Define the following

1. Market
2. Apparel market
3. Voice Advertising.
4. Sales
5. Consumer behaviour

SECTION-B

(5× 5 = 25)

Answer any FIVE questions

6. What are the type of market and explain it?
7. Write about retail channel with example.
8. Write about distribution policy.
9. How brand name got important role in market explain?
10. Write about licence method.
11. What do you mean of corporate and their selling?
12. Discuss about consumer.

SECTION-C

(3× 10 = 30)

Answer any THREE questions

13. Explain in detail about joint venture.
 14. Write in detail on export.
 15. What is WTO? and explain that.
 16. What are role of sales representative in fashion field? Explain.
 17. Discuss about manufacturer – retailer relationship.
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