

Register Number :

Name of the Candidate :

**9 1 1 1**

**B.Sc. DEGREE EXAMINATION, 2007**

(FASHION DESIGN)

(SECOND YEAR)

(PAPER - XXII)

**208. STUDY OF APPAREL MARKETING**

June ]

[ Time : 3 Hours

Maximum : 60 Marks

**SECTION - A** (5 × 1 = 5)

*I. State True or False :*

- (i) Advertising is a part of sales promotion.
- (ii) When demand is more, the supply should be less.
- (iii) Branding means grading the product.
- (iv) Labelling means a product identification.
- (v) The market revolves around the consumer.

**Turn over**

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**SECTION - B** (5 × 5 = 25)

2. Answer any FIVE of the following :

- (i) Define marketing and write its importance.
- (ii) Write the importance of survey in marketing.
- (iii) Explain about brands and its importance.
- (iv) What are the basic qualities needed for a salesman ?
- (v) Write the importance of consumer protection.
- (vi) What are the levels of products in apparel marketing ?
- (vii) Explain about price mix.

**SECTION - C**

3. Answer any THREE of the following :

(3 × 10 = 30)

- (i) Explain the direct and indirect channel of marketing.
- (ii) What you mean by fashion merchansing ?  
- Explain.

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- (iii) Write the need for sales promotion.
- (iv) Which are the medias suitable for apparel industry ? Why ?
- (v) How will you promote sales during “Off - Seasons” ?

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