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# M.Sc.(Fashion Marketing Management) (2015 to 2017) (Sem.-2) FASHION ADVERTISING AND SALES PROMOTION

Subject Code: MSc.FMM-210 M.Code: 71481

Time: 3 Hrs. Max. Marks: 60

## **INSTRUCTIONS TO CANDIDATES:**

- 1. Section A is compulsory.
- 2. SECTIONS-B consists of THREE Sub-sections: Units-I, II & III.
- 3. Each Sub-section contains TWO questions each, carrying TEN marks each.
- 4. Attempt any FOUR questions, ONE from each Sub-section and fourth from any sub-section.

## **SECTION-A**

1.	<b>A</b> )	Fill in the blanks: 1×20=20
	1.	advertising allow you to reach your target market through television and radio.
	2.	'I' in AID A model stands for of consumers.
	3.	In method of advertising appropriation, advertising opportunities are often overlooked.
	4.	IMC in marketing stands for
	5.	Sales promotion targeted at retailers and wholesalers are called sales promotion.
	6.	One to one communication between buyer and seller for sale of products is called
	7.	merchandising is the practice of displaying products in a retail store in an effective manner to increase sales.
	8.	A show in which a company presents their merchandise to potential customers is called
	9.	Misleading claims is an issue in advertising.
1	10.	The POS displays mean displays.

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## (B) State True or False:

- 1. The operation model of advertising was developed by O'Brien. (....)
- 2. Fashion Communication is feedback from consumer to retailer. (....)
- 3. The only constant in Fashion is 'Change'. (....)
- 4. Discounts and coupons does not increase sale. (....)
- 5. Puffery means exaggerated claims by the manufacturer. (...)
- 6. Digital marketing helps to popularize the product. (....)
- 7. Internet is an example of Print Media. (....)
- 8. A market is a dynamic place. (....)
- 9. Some big companies publish their own magazines to communicate about their products and events to consumers. These are called House Magazines. (....)
- 10. The pattern of timing of advertising prepared on an yearly basis is called media innovation. (....)

### **SECTION-B**

#### **UNIT-I**

- 2. What are the ethical issues in advertising? Explain with suitable examples. (10)
- 3. What is fashion marketing? Why fashion needs to be promoted differently. (10)

### **UNIT-II**

- 4. Explain the 'AIDA Model' and the 'Operation Model' of advertising. (10)
- 5. What is advertising appropriation? Discuss its methods and their advantages and disadvantages. (10)

### **UNIT-III**

- 6. Discuss any two advertising agencies with special reference to their function and importance. (10)
- 7. Write notes on:
  - a) Fashion Shows (5)
  - b) Advertising effectiveness (5)

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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