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**Presidency University**

**Bengaluru**

**SCHOOL OF DESIGN**

**SUMMER TERM END TERM EXAMINATION-AUGUST 2024**

**Course Code**: BDF 310

**Course Name**: Fashion Management

**Program & Sem**: B.Des (VI Semester)

**Date**: 06-08-2024

**Time**: 9:30AM -12:30 PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Use illustrations appropriately wherever required*

**Part A CO1 [Remembering]**

**Answer any five questions (5QX6M=30M)**

1. Define licensing agreement.
2. List the elements of competitive market analysis.
3. Define consumer behaviour in luxury buying.
4. Find the need for market research.
5. State the concept 'consumer spending'.
6. Define press events and digital campaigns in the context of media coverage.
7. List the elements of marketing mix in brief.

**Part B CO2 [Understanding]**

**Answer any three questions (3QX10M=30M)**

1. Explain in detail the benefits of branding for a customer, retailer and buyer.
2. Discuss Porter's Five Force model by providing suitable examples for any two forces.
3. Identify the sources of primary research? Explain any three with suitable examples.
4. Explain the comparison between personal income and disposable income.
5. Summarize with shorts notes on: a) Product Life Cycle b) Brand Image and Positioning.

**Part C CO3 [Applying]**

**Answer any two questions (2QX20M=40M)**

1. How can fashion brands strike a balance between embracing emerging trends and respecting cultural sensitivities, and how does rigorous primary and secondary research empower brands to navigate this delicate balance effectively, ensuring they meet diverse consumer demands while maintaining ethical standards?
2. How does a deep understanding of customer segmentation based on purchasing power and buying behavior not only enhance a fashion brand's ability to tailor products and marketing strategies but also contribute to fostering long-term customer loyalty and sustainable business growth in an increasingly competitive market?
3. In a dynamic fashion landscape driven by rapid trends and evolving consumer preferences, how can meticulous market research and strategic brand positioning serve as crucial tools for fashion companies to not only differentiate themselves but also forge lasting connections with diverse audiences, thereby ensuring sustained relevance and competitive advantage in the global marketplace?