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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
END TERM EXAMINATION - JUN 2023**

Semester : Semester VI - 2020

Course Code : BDF310

Course Name : Sem VI - BDF310 - Fashion Management

Program : BDF

Date : 14-JUN-2023

Time : 1.00PM - 4.00PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.*
 - (ii) Question paper consists of 3 parts.*
 - (iii) Scientific and non-programmable calculator are permitted.*
 - (iv) Do not write any information on the question paper other than Roll Number.*
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PART A

ANSWER ALL THE QUESTIONS

(2 X 5 = 10M)

1. Outline the differences between demographic segmentation and psychographic segmentation.
(CO2) [Knowledge]
2. Explain in brief the economic factors influencing consumer behaviour.
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 15 = 30M)

3. What is the difference between cost-oriented pricing method and market-oriented pricing method.
(CO3) [Comprehension]
4. Outline the various concepts of branding.
(CO3) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(1 X 60 = 60M)

5. Present and defend your design submissions in the Jury.
(CO3) [Application]