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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF DESIGN  
MID TERM EXAMINATION - APR 2023**

**Semester :** Semester VI - 2020

**Course Code :** BDF310

**Course Name :** Sem VI - BDF310 - Fashion Management

**Program :** BDF

**Date :** 13-APR-2023

**Time :** 2:00PM - 3:30PM

**Max Marks :** 60

**Weightage :** 30%

**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.

**PART A**

**ANSWER ALL THE QUESTIONS**

**(5 X 2 = 10M)**

1. List any four brand attributes. (CO1) [Knowledge]
2. List the factors of competitive landscape analysis. (CO1) [Knowledge]
3. What do you mean by customer segmentation? (CO1) [Knowledge]
4. List at least four key factors of research. (CO1) [Knowledge]
5. What is a pasteup? (CO1) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(5 X 4 = 20M)**

6. What is licensing agreement? Explain its importance. (CO1) [Comprehension]
7. Explain Porter's five force model in detail. (CO1) [Comprehension]
8. Explain 'Jobs to be Done' theory with an example from fashion industry. (CO1) [Comprehension]

9. Define market research and state its importance.

(CO1) [Comprehension]

10. Discuss the considerations important for a fashion show.

(CO1) [Comprehension]

### **PART C**

#### **ANSWER ALL THE QUESTIONS**

**(2 X 15 = 30M)**

11. Discuss the applicability of primary and/or secondary research and their importance in the case of Louis Vuitton given in the next question.

Additionally, talk about your thoughts on taking into account one or both of them and how that would assist you to test your theory about the brand's performance aimed at market segmentation and customer personalization.

(CO1) [Application]

12. MUD Jeans is pioneering a "Lease A Jeans" shopping model where buyers pay a monthly fee to borrow a pair of jeans.

When they want to try a different pair, they return their jeans for a new pair.

The returned jeans are recycled and ready for new consumers to lease.

This circular model keeps their consumers engaged and loyal while minimizing waste in a fast-changing fashion world.

Because their customers are active and loyal, they often become brand advocates on social media.

Make a SWOT analysis of this model.

(CO1) [Application]