

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

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

**Semester :** Semester VIII - 2019

**Course Code :** BFD412

**Course Name :** Sem VIII - BFD412 - Fashion Marketing Communication

**Program :** BDF

**Date :** 12-APR-2023

**Time :** 9.30AM - 11.00AM

**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 various elements of promotional strategy mix.  
(CO1) [Knowledge]
2. State the importance of control phase in promotional strategy.  
(CO1) [Knowledge]
3. What is the difference between qualitative and quantitative research?  
(CO1) [Knowledge]
4. What do you mean by product placement?  
(CO1) [Knowledge]
5. List the ways a fashion industry can communicate with another company.  
(CO1) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

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

6. Briefly discuss tactics with respect to online marketing.  
(CO1) [Comprehension]
7. Explain market situational analysis in your own words.  
(CO1) [Comprehension]

8. Write short notes on a) communication objectives and b) creative objectives. (CO1) [Comprehension]
9. Explain the AIDA model of advertising. (CO1) [Comprehension]
10. Compare and contrast outdoor ambient media and transport ambient media in advertising. (CO1) [Comprehension]

### **PART C**

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

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

11. Burberry invests heavily in research, development, prototyping, and production in order to make the best apparel for its customers.  
It follows a premium pricing policy to cater to a high-class elite zone as all the products are luxurious, and based on excellent craftsmanship and innovative designs. The company is among the most expensive retailers in the world and they certainly know how to price its matters.  
Make a SWOT analysis of this case. (CO1) [Application]
12. Digital media Enfemenino created a personality test campaign with advertiser Zalando on their fashion marketing campaign called "Find out what kind of girl you are according to your look and earn a special discount on Zalando!", for instance.  
This was made to increase brand awareness, showcase your new collection and collect user preference data.  
What is the advantage of such advertising to attract customers and increase brand value?  
Discuss the advantages and disadvantages of such a campaign. (CO1) [Application]