

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester VIII - 2019

Course Code : BFD412

Course Name : Sem VIII - BFD412 - Fashion Marketing Communication

Program : BDF

Date : 7-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.*

PART A

ANSWER ALL THE QUESTIONS

(2 X 5 = 10M)

1. What are some of the aspects of trade in the context of communication?
(CO2) [Knowledge]
2. State some of the important campaign objectives of retail stores.
(CO3) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 15 = 30M)

3. Discuss the importance of promotional gift merchandise with an example.
(CO2) [Comprehension]
4. What are the differences between focus groups and depth interviews?
(CO3) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 60 = 60M)

5. Submit your design assignments before the jury and defend them.
(CO3) [Application]