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**Presidency University**

**Bengaluru**

**SCHOOL OF DESIGN**

**MAKE UP EXAMINATION – SEPTEMBER 2023**

**Course Code**: BFD 412

**Course Name**: FASHION MARKETING AND COMMUNICATION

**Program & Sem**: B.Des

**Date**: 30.09.2023

**Time**: 1.00 PM – 4.00PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *All questions are compulsory*

**Part A**

**Answer all the questions. (2Qx 5M=10M)**

1. State briefly some of the important aspects of trade as part of communication.

(C.O.No.2-3) [Knowledge]

1. What are the important campaign objectives of retail stores? (C.O.No.2-3) [Knowledge]

**Part B**

**Answer all the questions. (2Qx15M=30M)**

1. With an example explain the importance of promotional gift merchandise.

(C.O.No.2-3) [Comprehension]

1. Explain in detail the differences between focus groups and depth interviews.

(C.O.No.2-3) [Comprehension]

**Part C**

**Answer all the questions. (1Qx60M=60M)**

1. Submit your design assignments before the jury and defend them. (C.O.No.3) [Application]