

Paper Code: 6212

(60)

Bachelor of Science (Fashion Designing) Semester-VI

Exam Code-108606

Course Code: BFDL-6231

**Bachelor of Vocation (Textile Design & Apparel
Technology) Semester-VI**

Exam Code-111206

Course Code: BVTL-6231

**Course Title: Fashion Industry, Marketing and
Management**

Time Allowed: 3 Hours

Max Marks: 60

**Note: Attempt five questions, selecting one question from
each section. Fifth question can be selected from any
section. All questions carry equal marks (12 marks)**

Section A

1. Write in detail about the scope of Indian fashion industry?
12
2. Discuss global fashion industry. Support your answer with
latest advancements and figures of fashion industry?
12

Section B

3. Which is the highest level of fashion industry? Write in detail about its working formats? 12
4. What do you know about 'pret-a-porter' level of Fashion Industry? 12

Section C

5. Define Marketing Mix? Also discuss 4 P's of Marketing? 12
6. Write in detail about all the steps involved in marketing research and its importance? 12

Section D

7. Discuss
 - a) Micro marketing environment
 - b) Macro marketing environment2X6=12
8. What is marketing? Explain in detail the marketing concept? 12