

**Exam. Code : 108606**

**Subject Code : 2901**

**B.Sc. (Fashion Designing) 6<sup>th</sup> Semester**  
**FASHION INDUSTRY, MARKETING &**  
**MANAGEMENT**

**Paper—V**

Time Allowed—Three Hours] [Maximum Marks—75

**Note :—** Attempt any *five* questions in all. All questions carry equal marks.

1. What is fashion market ? Give a brief comparison between Indian and Global fashion market.
2. Discuss how couture, ready to wear and mass production are different from each other.
3. Elaborate the marketing environment of the fashion industry.
4. Define marketing and discuss its nature and scope in detail.
5. Discuss the role of fashion shows in the fashion industry.
6. 'Fashion industry is a hub of career.' Comment.
7. Discuss the importance of marketing research in the fashion industry.
8. Describe management along with its characteristics in detail.