

The Open University of Sri Lanka  
Faculty of Engineering Technology  
Department of Textile and Apparel Technology



Study Programme	: Bachelor of Industrial Studies Honours
Name of the Examination	: Final Examination
Course Code and Title	: <b>TAM6540/TTM6240 Fashion Marketing</b> Academic Year: 2019/20
Date	: 29 <sup>th</sup> July 2020
Time	: 0930-1230 hrs.'

**General Instructions**

1. Read all instructions carefully before answering the questions.
2. This question paper consists of eight questions in **Two (2) Parts; Part I and Part II** in **Two (2) pages**.
3. The **Part I, question 01** is **Compulsory** and carries **Twenty-five (25) marks**.
4. **Part II**, has **Seven (7) questions**.
- 5 Answer only **Five (5) Questions** from **Part II**.
5. All questions in **Part II**, carries equal marks **Fifteen (15) each**.

---

**Part I**

**(01) Compulsory Question** (Answer all questions from **Part I**)  
(Each part carries **2.5 marks** amounting to a total of **25 marks**)

- (i) What do you understand by the term "Fashion"?
- (ii) What is "Marketing"?
- (iii) Define "Fashion Marketing" in your own words.
- (iv) What are the main factors that affect the Macro fashion marketing environment?
- (v) State three (03) factors that differentiate fashion marketing from marketing of other consumer goods.
- (vi) State the four (04) elements of 'Marketing mix'.

- (vii) Give five (05) main activities of a Fashion marketer?
- (viii) A Fashion marketer can adopt number of pricing strategies. State the main Pricing strategies used for a new fashion product.
- (ix) What are the external factors influencing the price decisions?
- (x) What are the four (04) main variables used to segment a market?

**Part II**  
**(Answer only five (05) questions)**

02. (i) "Fashion is about change." Do you agree with this statement; Explain. (07 Marks)
- (ii) With suitable examples from the Local fashion industry, explain how apparel marketers aim to meet customers' needs. (08 Marks)
03. (i) What do you understand by Consumer behaviour? (03 Marks)
- (ii) Explain the Family involvement in fashion product purchase. (12 Marks)
04. Describe the Main activities that fashion marketer has to perform. (15 Marks)
05. Compare the Marketing centred and Design centred marketing concepts with respect to fashion. (15 Marks)
06. (i) What is Visual Merchandising? (03 Marks)
- (i) Briefly Explain the two (02) main techniques used by Fashion merchandisers to promote their products:
- a. Interior Displays or In-store Design (06 Marks)
  - b. Window Display and Mannequins (06 Marks)
07. (i) Distinguish Primary data from Secondary data in Research. (03 Marks)
- (ii) Explain the importance of Marketing research to Fashion marketers? (12 Marks)
08. Write brief notes on the following: (15 Marks)
- (i) Market segmentation
  - (ii) Departmental stores
  - (iii) Diffusion of innovation