

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 : TAM6457/ TAM6540 Fashion Marketing
Academic Year : 2020/21
Date : 25th February 2022
Time : 09:30-12:30 Hrs
Duration : 3 hours

1. This is a Closed Book Test (CBT).
2. Write down your Index Number in all the pages of answer scripts.
3. Answer the question one (Q1), which is compulsory and four (04) more questions from Q2 to Q8. All questions carry equal marks. (20 marks)
4. Answer for each question should commence from a new page. If a question has many parts, all the parts should be answered in the chronological order under the same question.
5. Write down the answered question numbers in the answer book.
6. Do not write answers to the additional questions. Marks will not be given to the last question answered.
7. Answers should be in clear handwriting.
8. Do not use red colour pens to write the answers.

01.

- a. What is "Fashion Marketing"? (03 marks)
- b. Name (04) four benefits of a fashion marketing plan. (04 marks)
- c. List down (05) five components of a store image. (05 marks)
- d. Define the term "Consumer behaviour". (03 marks)
- e. Write down (03) purposes of visual merchandising. (03 marks)
- f. Name (02) two major fashion forecasting services and events. (02 marks)

02.

- a. Explain "Design centered-marketing centered" views and the interrelationship of fashion design to marketing, in your own words with relevant examples. (12 marks)
- b. Explain Fad fashion with (02) two relevant examples from previous decades. (08 marks)

03.

- a. There are (03) three main types of competitive market structures used in marketing and explain (01) one market type with relevant examples. (04 marks)
- b. The macro marketing environment can be analyzed using the PESTEL framework. Briefly explain those factors in your own words with examples. (12 marks)
- c. What do you mean by "Mark-ups" and "Mark-downs"? Define these terms with one example for each. (04 marks)

- 04.
- a. Explain the consumer decision making process with one example related to fashion. (10 marks)
 - b. Consumer perception is a main psychological factor which effects on consumer decision process. Briefly explain the stages of perceptual filtering and refining process. (10 marks)
- 05.
- a. The process of marketing research consists of (06) six main stages. Illustrate the process and explain them briefly. (12 marks)
 - b. Discuss advantages and disadvantages of direct marketing. (08 marks)
- 06.
- a. The consumer market can be segmented using different bases. Briefly explain main (04) four customer segmentation variables with relevant examples. (12 marks)
 - b. Describe the 4P's of marketing mix in your own words. (08 marks)
- 07.
- a. The vast array of goods consumers buy, can be classified on the basis of shopping habits. Explain main types of Consumer Good types with examples. (10 marks)
 - b. Compare and contrast the advantages and disadvantages of Cost-plus pricing and market-based pricing. (10 marks)
08. Write short notes on the topics given below. (20 marks)
- a. Concession used in marketing
 - b. Types of whole sellers
 - c. SWOT analysis
 - d. Application of management information system in fashion
- (04 x 5 = 20 marks)

