



THE OPEN UNIVERSITY OF SRI LANKA  
 DEPARTMENT OF TEXTILE & APPAREL TECHNOLOGY  
 BACHELOR OF TECHNOLOGY HONOURS IN ENGINEERING/ BACHELOR OF  
 INDUSTRIAL STUDIES HONOURS  
 FINAL EXAMINATION 2016  
 TTM 6240 – FASHION MARKETING  
 DURATION – 3 HOURS

Date: 28th November, 2016

Time: 930 - 1230 Hrs

*Total number of questions in this paper is (Eight) 08 in two (2) pages. Total number of questions to be answered is five (05). All questions carry twenty (20) marks each.*

1. (i) Explain Fashion Marketing in your own words. (05 Marks)  
 (ii) Describe the factors that differentiate fashion marketing from other consumer goods marketing. (15 Marks)
2. (i) Illustrate the fashion marketing process using a flow chart. (08 Marks)  
 (ii) Explain the marketing strategies that could be applied to build loyalty to increase customer lifetime value and satisfaction. (12 Marks)
3. (i) Discuss how Maslow's Need theory will assist the fashion marketer to identify the customer requirements, to satisfy them. (10 Marks)  
 (ii) What is the impact of technology on existing 'customer relationship marketing' (CRM) and merchandising of fashion products in the local fashion market. (10 Marks)
4. (i) What do you understand by the term promotion in fashion industry? (05 Marks)  
 (ii) Explain briefly the promotional methods that can be used for fashion. (10 Marks)  
 (iii) Briefly explain the impact of internet marketing for fashion. (05 Marks)

5. (i) What do you mean by 'customer segmentation'? (05 Marks)  
(ii) What factors that can be used to conduct an effective market segmentation for the local fashion market? (15 Marks)
6. (i) What is 'marketing mix'? (05 Marks)  
(ii) Explain briefly each element of the marketing mix and show how they influence the fashion product sales of a department store. (15 Marks)
7. (i) What do you understand by the term consumer research? (05 Marks)  
(ii) Analyze how the five (5) common factors of the external environment of a large-scale Fashion Apparel Manufacturing Organization, may act as sources of information to formulate a 'marketing plan' for their organization. (15 Marks)
- 8 Write short notes on the following.
- (i) Sales promotion (05 Marks)
  - (ii) Visual merchandising (05 Marks)
  - (iii) Marketing Information System (MIS) (05 Marks)
  - (iv) Pricing strategies (05 Marks)