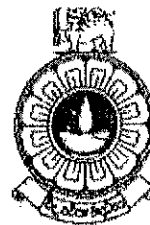


THE OPEN UNIVERSITY OF SRI LANKA  
 DEPARTMENT OF TEXTILE AND APPAREL TECHNOLOGY  
 BACHELOR OF INDUSTRIAL STUDIES HONOURS  
 FINAL EXAMINATION- 2016/2017  
 TTM6240 – FASHION MARKETING  
 DURATION - 03 HOURS



Date: 20<sup>th</sup> November 2017

Time: 0930-1230 hrs

This paper has Eight (08) questions in two (2) pages.

Answer any five (05) questions. All questions carry twenty (20) marks each.

1. (i) Explain the term “Fashion” in your own words. (05 Marks)  
 (ii) Describe the factors, which differentiate fashion marketing from consumer goods marketing. (15 Marks)
2. (i) Using a diagram illustrate the fashion marketing process. (08 Marks)  
 (ii) Explain the marketing strategies, which could be used to build loyalty to increase customer value. (12 Marks)
3. (i) Briefly explain the Abraham Maslow’s Need theory and discuss how it will assist the fashion marketer to identify the customer needs. (10 Marks)  
 (ii) Describe the importance of technology of “Visual merchandising” in marketing fashion products in the local fashion market. (10 Marks)
4. (i) What do you understand by the term “Promotion mix” in marketing? (05 Marks)  
 (ii) Explain briefly the promotional methods that could be used in fashion industry. (10 Marks)  
 (iii) Briefly explain the influence of internet marketing for selling fashion products. (05 Marks)

5. (i) What do you mean by “Customer segmentation”? (05 Marks)  
(ii) Briefly explain the factors, which could 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 macro environmental factors influence the success of an apparel manufacturing organization. (15 Marks)
8. Write short notes on the following in relation to fashion marketing:
- (i) New product development (05 Marks)
  - (ii) Market plan (05 Marks)
  - (iii) Marketing Information System (MIS) (05 Marks)
  - (iv) Pricing strategies (05 Marks)