



Study Programme	: Bachelor of Industrial Studies Honours
Name of the Examination	: Final Examination
Course Code and Title	: TAM6457 - Fashion Marketing
Academic Year	: 2023/2024
Date	: 01 st March 2025
Time	: 0930 - 1230 Hours
Duration	: 3 hours

General Instructions

1. Read all instructions carefully before answering the questions.
2. This question paper consists of Eight (08) questions in Three (03) pages.
3. Write down your Index Number in all the pages of the answer script.
4. Answer compulsory question one (Q1) and additional five (05) questions.
5. Question one (Q1) is compulsory and carries twenty-five (25) marks.
6. Question two (Q2) to eight (Q8) carry fifteen (15) marks each.
7. 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.
8. Write down the answered question numbers in the space given in the answer book.
9. Answers should be in clear hand writing.
10. Do not use red colour pen for writing.

Compulsory Question

- (1) (a) Define the terms "Micro Issues" and "Macro Issues" related to fashion marketing. (04 Marks)
- (b) Give two (02) key characteristics for each type of competitive market structure listed below. (06 Marks)
- I. Pure Competition
 - II. Oligopoly
 - III. Monopoly
- (c) What are the four (04) main types of market segmentation? Give two (02) examples for each segment you listed. (06 Marks)
- (d) What are the three (03) major stages of influence in the new product development and fashion diffusion and adoption process. (03 Marks)
- (e) Define the term "Franchising"? (03 Marks)
- (f) What do you understand by the term "Co-operate Objective? (03 Marks)

Answer any five (5) questions from the following (7) questions.

- (2) (a) Briefly explain the benefits of fashion marketing to the fashion industry. (07 Marks)
- (b) Briefly explain the structure of the fashion market based on the levels of fashion. (08 Marks)
- (3) (a) Briefly explain the relationship between consumer behaviour and marketing mix. (08 Marks)
- (b) Compare and contrast the characteristics of "Baby Boomers" and "Millennials" in relation to fashion market evolution. (07 Marks)

- (4) (a) Briefly explain the importance of doing market research. (06 Marks)
- (b) Write short notes on following sampling types. (09 Marks)
- I. Stratified random sampling
 - II. Cluster sampling
 - III. Quota sampling
- (5) Consider a "Product Fashionability over Price" graph, where the horizontal axis represents fashionability (High to Low) and the vertical axis represents Price (High to Low). Using this graph, create a perceptual map to visually illustrate the product positioning of three fashion garment brands: "Odel", "Nolimit", and "Moose". Place each brand on the map based on their perceived fashionability and pricing in the market. Explain the reasons for the comparative positions you have indicated in the graph, taking into account factors such as brand prestige, material quality, design innovation, and pricing strategies. (15 Marks)
- (6) (a) Explain the "Classification of Consumer Goods/ Products". (08 Marks)
- (b) What do you understand by the term "Cost-Plus Pricing Method"? (03 Marks)
- (c) Briefly explain two (02) advantages and two (02) disadvantages of cost-plus pricing method. (04 Marks)
- (7) (a) Define the term "Management Information System – MIS". (03 Marks)
- (b) Briefly explain the concept of SMART approach. (05 Marks)
- (c) Briefly explain the 7P's in Marketing Mix. (07 Marks)
- (8) Write short notes on the followings.
- I. Importance of Retail Branding (05 Marks)
 - II. Visual Merchandising (05 Marks)
 - III. Viral Marketing (05 Marks)