



THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF INDUSTRIAL STUDIES/
BACHELOR OF TECHNOLOGY
FINAL EXAMINATION 2014
TTM6240- FASHION MARKETING
DURATION THREE (3) HOURS

DATE: 2014-08-18

TIME: 0930-1230 HOURS

Answer Question Number one (1) of Part I, which is compulsory and five (5) more questions from part II. Question number 1 carries 25 marks and others carry fifteen (15) marks each.

PART I

01. a) What is fashion? Explain in your own words. **(03 Marks)**
- b) Describe briefly how the fashion marketing differs from marketing of other consumer goods. **(03 Marks)**
- c) Compare and contrast design-centered and marketing-centered views. **(03 Marks)**
- d) Illustrate the five (5) key marketing activities relevant to fashion industry. **(05 Marks)**
- e) What are the main levels of fashion industry **(02 Marks)**
- g) What are the attributes used for garment evaluation by people? **(03 Marks)**
- h) How the fashion design is related to marketing **(03 Marks)**
- i) What are the main data collection methods in marketing research? **(03 Marks)**

PART II

1. a) Describe the fashion marketer's role in fashion industry in Sri Lanka. **(10 marks)**
b) Explain the fashion marketing process using a flow chart. **(05 marks)**

2. a) what are the strategies the fashion retailers should adopt to minimize the threat of downturn in the consumer spending in the country. **(06 Marks)**

b) Briefly describe the factors that influence the consumer's buying behavior? **(05 Marks)**

c) What are the main stages of a marketing research process? **(04 marks)**

3. Compare and contrast the following:
 - a) Cost-plus Pricing and Market-based pricing. **(05 Marks)**
 - b) Market Skimming and Market Penetration. **(05 Marks)**
 - c) Wholesale Marketing and Retail Marketing of Fashion Garments **(05 Marks)**

4. a) What do you understand by macro marketing environment? **(04 Marks)**

b) Illustrate how macro environment factors influence fashion marketing. **(06 Marks)**

c) State the five forces of Michal Porter that influence the market competition and show how they affect the local fashion market **(05 marks)**

5. a) Write a short description on the growth of the size of fashion market in Sri Lanka. **(05 Marks)**

b) "Marketing Mix is a concept widely accepted by the managers in marketing of any product including fashion wares."

Critically discuss how a fashion marketer can use the seven Ps of the marketing mix for successful marketing. **(10 Marks)**

6. a) What are the micro environmental factors that influence fashion marketing? **(03 marks)**

b) Briefly explain the segmentation strategies used by marketers in segmenting markets. **(04 Marks)**

d). Briefly describe the process of developing a new fashion product. **(08 mark)**