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School of Architecture and Design

Bachelor of Science in Fashion Design

Mid Term Examination - May 2024

Duration : 90 Minutes

Max Marks : 50

Sem IV - B1UB407T - Fashion MarketingGeneral Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Name two demographic factors that influence fashion consumer culture. K2 (2)
- 2) Discuss how age influences fashion trends. K1 (3)
- 3) Discuss how social class impacts fashion buying behavior. K2 (4)
- 4) How do different theories explain the changes in fashion trends? K2 (6)
- 5) Describe the influence of race and ethnicity on fashion marketing. K3 (6)
- 6) Critically assess the role of consumer motivation and values in shaping fashion trends. K3 (9)
- 7) Analyze how marketing has evolved in the fashion industry over the past decade. K4 (8)
- 8) Discuss the influence of marketing on the evolution of consumer behavior in fashion. K4 (12)

OR

- Analyze the role of demographic factors in the creation of targeted marketing strategies in fashion. K4 (12)