

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (Sem.-2)
FASHION ADVERTISING AND SALES PROMOTION

Subject Code : MSFMM-205-18

M.Code : 76000

Date of Examination : 11-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** Questions carrying **TWO** marks each.
2. **SECTION-B** consists of **THREE** Sub-sections : Units-I, II & III.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Attempt any **FOUR** questions, **ONE** from each Sub-section and fourth from any sub-section.

SECTION-A

1. Fill in the blanks (attempt all)

- a) The_____Model was created in 1961 by Robert J Lavidge and Gary A Steiner.
- b) Social media are a type of_____media.
- c) Misleading Claims and Messaging is a type of_____issue in marketing.
- d) _____model identifies the stages that an individual goes through during the process of purchasing a product or service.
- e) _____refers to any type of marketing communication used to inform target audiences of the relative merits of a product, service, brand or issue.
- f) Fashion Advertising
- g) Sales Promotion
- h) Advertisement
- i) Social Media
- j) Advertising Agency

SECTION-B

UNIT-I

2. Write in detail about sales promotion techniques. Explain, what is advertising and promotion, what are their benefits?
3. What are the ethical issues in advertising?

UNIT-II

4. Explain in details about different types and characteristics of advertising media.
5. Write in detail about advertising models.

UNIT-III

6. Write in detail about the advertising effectiveness and evaluation.
7. Explain in detail the function, selection and coordination of advertising agency.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.