



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

Rollno.....

End Semester Examination, December 2024
B.Des Fashion Design/ Bachelor of Design (B. Des.) – 5th Semester
Fashion Promotion and Communication (SFFD303A)

Time: 2.5 hrs.

Max Marks: **50**

Note: *All Questions are compulsory. Marks are indicated against each question.*

PART-A

Q.1 *Attempt any 5 questions from the questions given below:*

- (a) Define fashion communication and its importance in the fashion industry [CO-1] [L-2] **2**
- (b) What is the role of social media in fashion promotion? [CO-1] [L-2] **2**
- (c) List two differences between traditional and digital marketing in fashion. [CO-1] [L-4] **2**
- (d) Explain the concept of brand image in fashion marketing [CO-1] [L-1] **2**
- (e) What are the main components of a fashion promotional campaign? [CO-1] [L-4] **2**
- (f) Differentiate between a press release and an advertorial in fashion media? [CO-1] [L-3] **2**
- (g) Describe the purpose of influencer marketing in fashion. [CO-1] [L-4] **2**

PART-B

Q.2 Discuss the steps involved in creating a successful fashion promotion strategy. Provide examples to support your answer. [CO-2] [L-4] **10**

OR

Explain the impact of visual merchandising on consumer behavior in retail fashion stores. How does it influence purchase decisions? [CO-2] [L-5] **10**

Q.3 Analyze how a fashion brand can effectively use storytelling in its branding and communication. Include examples from real brands. [CO-3] [L-5] **10**

OR

Evaluate the effectiveness of social media influencers compared to traditional celebrities in fashion campaigns. Provide case studies or examples. [CO-3] [L-5] **10**

Q.4 Describe the role of Public Relations (PR) in managing a fashion brand's image. Discuss different PR tools used in the industry. [CO-4] [L-4] **10**

OR

Discuss the ethical considerations in fashion promotion, focusing on body image, diversity, and environmental responsibility. [CO- 4] [L-4] **10**

Q.5 Explain the concept of experiential marketing and its importance in fashion. Describe how brands can use this approach to create memorable customer experiences.

[CO-5] [L-6] **10**

OR

Compare and contrast two successful fashion campaigns and analyze the elements that contributed to their effectiveness. [CO- 5] [L-4] **10**