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21MBA3E1AL

MBA III Semester Degree Examination, April/May - 2023

Luxury and Fashion Marketing

Time : 3 Hours

Maximum Marks : 70

Note : Answer **any five** of the following questions with **Question No.1 (Q1) Compulsory**, each question carries **equal** marks.

1. Define Luxury and explain the ingredients of Luxury Brand/Product ? **14**
2. Counterfeiting is a way to diagnose the health of the Brand Strategy. Elucidate. **14**
3. Where, When and How to sell the Luxury Brands, Products and Services ? **14**
4. How to Communicate Luxury to the Consumers ? **14**
5. Describe the Fashion Market in India. **14**
6. What is Brand Coherence and why the price is not publicly advertised ? **14**
7. Examine the impact of marketing environment on Luxury and Fashion Markets. **14**
8. (a) Write an explanatory note on Price elasticity. **5**
(b) What are the trends in Marketing environment ? **5**
(c) What are the advantages of brand ambassadors ? **4**

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