



M.B.A. III Semester Degree Examination, April/May - 2024

MANAGEMENT

Luxury and Fashion Marketing

(NEP)

Time : 3 Hours

Maximum Marks : 70

Note : Answer **any five** of the following questions with **Question No.1 (Q1) compulsory**, each question carries **14** marks.

1. What are the ingredients of a luxury product ? Explain in detail. **14**
2. What is counterfeiting ? How do you defend brands against counterfeiting ? **14**
3. What is price premium ? Explain the fixing of price in luxury and how do you manage the price over time. **14**
4. Choosing a distribution model : Rarity vs. Exclusivity vs. Selectivity. Explain in detail. **14**
5. Explain the role of Brand Ambassadors in luxury marketing. **14**
6. Explain the concept of Fashion Marketing. **14**
7. How to Communicate Luxury to the Consumers ? **14**
8. Write short notes on :
 - (a) Luxury and Charity **5**
 - (b) Price Elasticity **5**
 - (c) Brand Strategy **4**

