

1. Give short answers for the following questions: (12)
 - I. Define the following terms and concepts as discussed in the module:
Sales promotion, advertising, publicity, formal fashion shows.
 - II. What is the purpose of fashion promotion?
 - III. Explain the difference between advertising and publicity?
 - IV. When supplying apparel to retailers, financial problems may be faced.
How and why?
 - V. 'Textile salespeople encourage manufacturers to make a commitment early in the season to buy a specific amount of yardage. Explain why.
 - VI. How the fabric should be inspected when it is received?

2. Describe various types of media and their role in fashion promotion. (6)

Projects

1. Find at least two examples of co-op advertising from a fashion magazine. (2)

2. Analyse the advertising campaign by a fashion designer in newspapers and fashion magazines. Do they have a high-fashion image or popular appeal? Do you feel that the advertisements were effective? Do they use photography or the artists' illustrations? (write a report and produce the images of the campaign) (5)

3. Visit a local designer and evaluate their display techniques, both in their windows and interiors. Is lighting used effectively? Is the merchandise arranged attractively? (Produce a report on your observations and suggestions for improvement) (5)