

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)