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DEFD604

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VI Semester B.Sc. (Theory) Degree Examination, June/July - 2026

FASHION AND APPAREL DESIGN

DIGITAL FASHION MARKETING

(NEP Scheme - F+R 2023-24 and Onwards)

Paper : FD E2 6.6.T(a)

Time : 2½ Hours

Maximum Marks :60

Instructions to Candidates:

All the sections are compulsory.

SECTION - A

I. Answer any Ten questions.

(10×2=20)

1. Define Brand. Name a fashion brand.
2. What are 4 P's of Marketing?
3. What is Search Engine Optimization?
4. State two advantages of E-Commerce in fashion retail.
5. What is blogging?
6. Define Reach in Social media analytics.
7. What do you mean by CTA in digital content.
8. What is a digital look book?
9. What is Return on Investment (ROI) in digital marketing.
10. Define copyright in digital content.
11. What is the purpose of using hashtags in ads?
12. What is a payment gateway?



SECTION - B

II. Answer any Five questions.

(5×4=20)

13. Explain any five fashion components of fashion digital marketing.
14. What is content creation? Explain the techniques used in content creation.
15. Discuss the role of Websites and email marketing in fashion promotion.
16. What is the significance of user generated content in promoting fashion brands online.

[P.T.O.]



17. Write a note on Social media platforms used for fashion marketing.
18. Discuss the advantages and disadvantages of Online shopping
19. Discuss the benefits of Influencers collaboration for fashion brands.

SECTION - C

III. Answer any Four questions.

(4×5=20)

20. Design a brand name, Logo and tagline for an online jewellery store. Give reasons.
 21. Explain the process of online shopping experience optimization in fashion e-commerce.
 22. Write a note on techniques to measure social media performance in fashion marketing.
 23. Explain the ethical and sustainable practices in digital fashion marketing.
 24. Compare the Pros and Cons in Traditional marketing and digital marketing techniques.
 25. Explain the copyright and legal considerations on digital marketing for Branding and Trademarks.
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