UNIVERSITI KUALA LUMPUR
MALAYSIA ITALY DESIGN INSTITUTE

FINAL EXAMINATION

MARCH 2025 SEMESTER

COURSE CODE	:	PVB10303
COURSE TITLE	:	INTRODUCTION TO FASHION MARKETING
PROGRAMME NAME	:	BACHELOR OF FASHION DESIGN WITH MARKETING (HONOURS)
DATE	:	23 JUNE 2025
TIME	:	2:00PM - 4:30PM
DURATION	:	2 HOURS 30 MINUTES

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consist of ONE sections.
4. Section A consist of five questions. Answer FOUR (4) questions only.
5. Please write your answer on the answer booklet provided.
6. Please answer all questions in English only.
7. Refer to the attached Formula/ Appendies. ☐ *Tick if applicable*

THERE ARE 4 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 100 marks)

Answer FOUR (4) questions.

Please use the answer booklet provided.

Question 1

The Total Product Concept based on Theodore Levitt's model is a framework used to analyze and understand the different layers or levels of a product, emphasizing how a product offers more than just its core function. Levitt's model identifies four levels of a product, which help businesses enhance customer satisfaction and differentiate their offerings.

(a) How can Theodore Levitt's Total Product Concept help you understand the different factors that influence a customer's purchase decision? Use a fashion product as an example to explain each level of the concept.

(15 marks)

(b) Evaluate the relevance and effectiveness of Theodore Levitt's Total Product Concept in today's competitive market. In your response, analyze how the four levels of the concept the core product, actual product, augmented product, and potential product can be applied to a modern product of your choice.

(10 marks)

Question 2

The AIDA model (Attention, Interest, Desire, Action) is a classic framework used in marketing and advertising to guide the process of persuading a potential customer to take a desired action.

(a) Describe the application of creative strategies to grab the target audience's attention in a fashion marketing campaign? Provide specific examples of strategies and explain the work practice while conducting fashion marketing campaign.

(10 marks)

(b) How to apply emotional appeals in marketing messages to intensify the desire for a product or service? Provide specific examples of how emotional appeals can be integrated into marketing strategies and explain the potential impact on consumer behavior.

(15 marks)

Question 3

Generational traits can impact the way consumers shop and spend their money.

(a) Summarize the key generational traits and explain how these traits influence buying behavior. Provide examples of how different generations typically make purchasing decisions.

(10 marks)

(b) From your perspective, explain the best fashion marketing strategies for the current Alpha generation. How do these strategies align with their preferences, and what examples can you provide to illustrate their effectiveness?

(15 marks)

Question 4

Research helps fashion marketers to understand the different market segments.

(a) Please explain the purpose of Marketing Research.Give examples to support your answer.

(10 marks)

(b) From your understanding,explain the design process development base from market segments. Give examples to support your answer.

(15 marks)

Question 5

"Greenwashing is becoming a major ethical issue in fashion marketing."

(a) Discuss this statement with **examples from the fashion industry**, and propose ways fashion marketers can maintain transparency in their sustainability claims.

(10 marks)

(b) Propose **three (3)** strategies fashion marketers can use to promote sustainability transparently and ethically.

(15 marks)

END OF EXAMINATION PAPER