

TEST QUESTIONS TO ACCOMPANY:

Marketing Fashion 2nd edition by Harriet Posner

This series of test questions, created for use with your students, provides short answer, multiple-choice, true/false, fill in the blank and discussion/essay questions based on the text and arranged by chapter. A separate answer key is available.

Chapter 1: The Fashion Market

1. List the four product sectors of the fashion market.
2. Briefly explain what is meant by the following two market levels:
 - haute couture
 - ready-to-wear
3. What is meant by a 'diffusion line'? Give an example of a diffusion line introduced by a designer?
4. What does the term 'mass-market fashion' refer to?
5. What does vintage or thrift fashion refer to?
6. List five practices which are considered part of sustainable fashion production.
7. True or False? The four cities which have traditionally been the most influential centres of fashion are Paris, London, Milan and Los Angeles.
8. What is Spain well known for the manufacture of? Name one of Spain's international trade fairs.
9. Why is Paris fashion week so important for designers?
10. Portland, Oregon is an important centre for fashion and active sportswear companies. List three companies that have their headquarters there.
11. What does BRIC stand for?
12. Summarize the five fundamental elements/processes of marketing.
13. What is meant by 'lead-time'?
14. Briefly explain what you think is meant by 'value' in relation to a product.
15. What is meant by a 'style tribe'?
16. What do Social Networking Services (SNS) allow you to do? Give an example of such a service.
17. When a marketing message spreads rapidly from person to person it is known as _____ marketing.
18. What is crowdsourcing? What are its benefits for consumers/users and companies?
19. What are the three main types of crowdfunding?

Chapter 2: Marketing Strategy

1. What does a marketing strategy outline?
2. The marketing mix can be thought of in a similar way to a recipe where the four ingredients of _____, _____, _____ and _____ can be blended in varying proportions giving emphasis to whichever aspect is most appropriate to the company, brand or product in question.

3. What are the three further criteria in the marketing mix that have been developed to address the newer thinking that the consumer should be at the heart of the process?
4. What is the difference between product attributes and product benefits?
5. For the following different levels in Theodore Levitt's model, outline what each represents:
 - the generic product
 - the actual or expected product
 - the total or augmented product
 - the potential product
6. What are the two different perspectives from which pricing can be viewed for marketing purposes?
7. What is meant by 'price architecture'?
8. List the key sales channels by which apparel product may reach the end-consumer.
9. The combination of promotional activities, such as advertising, sales promotion, public relations, personal selling or direct marketing, is known as the _____.
10. What does the theory of relationship marketing recognize?
11. In marketing strategy, what does STP stand for?
 - a. strategy, targeting and placement
 - b. segmentation, targeting and positioning
 - c. strategy, targeting and positioning
 - d. sales, targets and people
 - e. none of the above
12. What is the key function of market segmentation?
13. In positioning strategy, what is the difference between a positioning map and a perceptual map?
14. Briefly explain what is meant by 'differentiation'.
15. How can differentiation and competitive advantage be achieved?
16. List the six standard criteria for competitiveness within a fast-fashion market.
17. What is meant by a brand's 'unique selling proposition' (USP) or 'unique selling point'?

Discussion/essay question

1. How do fashion businesses stay competitive? What do you consider to be the most important platform for competitive advantage in the current economic climate? Discuss.

Chapter 3: Research and Planning

1. Briefly explain why marketing research might take place.
2. How does market research differ from marketing research?
3. Why is a PEST analysis an essential element of marketing research?

4. For the following three marketing environments briefly explain what factors they involve:
 - the macro marketing environment
 - the micro marketing environment
 - the internal environment
5. List the five forces identified in the Porter model that impact the competitive power and profitability of a business within a particular industry.
6. Briefly explain what is meant by 'qualitative research' and 'quantitative research'. Why is each type useful?
7. Explain the difference between primary research (or field research) and secondary research (or desk research).
8. What type of research do trend consultancies usually concentrate on? What type of information do they provide?
9. Select two of the following basic primary research methods and briefly explain what each involves:
 - observation
 - comparative shopping
 - like-for-like product comparison
 - mystery shopping
 - focus groups
 - interviews
 - questionnaires
10. List the key aspects that market research and analysis should be used for.
11. What is the main difference between a fad and a trend?
12. What is a megatrend? Give an example.
13. What are the benefits of a pop-up store to a business and the high street?
14. What is the purpose of a marketing plan?
15. List the four key elements a marketing plan should contain.
16. What is the purpose of a SWOT analysis?
17. Explain what each of the following in Ansoff's Matrix involves:
 - market penetration
 - market development
 - product development
 - diversification
18. What does SMART stand for?
 - a. strategic, measurable, active, realistic, time-based
 - b. specific, marketable, achievable, realistic, time-based
 - c. specific, measurable, achievable, realistic, time-based
 - d. structured, measurable, achievable, relevant, time-based
 - e. none of the above

Chapter 4: Understanding the Customer

1. What is meant by 'customer segmentation'?
2. Explain the difference between a consumer and a customer.
3. Select two of the following segmentation variables and outline what factors/variables they use to classify and characterize consumers:
 - demographic variables
 - geographic variables
 - psychographic and behavioural variables
 - usage and benefit variables
4. Explain the following acronyms for different consumer groups e.g. DINKYs – Double Income No Kids Yet
 - HEIDIs
 - NEETs
 - KIPPERS
 - NETTELS
5. What is the baby boomer generation?
6. When did Generation X come of age? Why were they a disaffected generation?
7. True or False? Generation Z are the offspring of generation X and Y and have no knowledge of a time before the World Wide Web.
8. What are the generation born after 2010 and up until 2024 known as?
9. In psychographic and behavioural segmentation AOIs stands for consumer _____, _____ and _____.
10. Research indicates that consumers go through a decision-making process when they purchase a product. List the four basic steps of this process.
11. Briefly explain the type of people involved in each of the following five groups classified by Everett Rogers in his diffusion theory:
 - Innovators
 - Early Adopters
 - Early Majority
 - Late majority
 - Laggards
12. What is the difference between showrooming and webrooming?
13. Select two of the following trends and explain what each involves:
 - Super-cocooning
 - Crowd shaped
 - Guilt-free status
 - Sellsumers
 - Cosy childhood memories
 - The lipstick effect
 - Perfect pieces
 - Addicted to niche

14. What is a customer pen portrait?
15. What two main reasons are there for a business in B2B situations to analyze its customer base?

Chapter 5: Introduction to Branding

1. What are the concrete features of a brand?
2. What is the purpose of a registered trademark?
3. Explain what is meant by each of the following brand categories:
 - corporate brand
 - manufacturer brands
 - private brands
 - endorsed brand
 - co-brands or partnership brands
 - brand portfolio
4. Summarize the aims and purpose of branding.
5. What is meant by 'brand identity'?
6. True or False? The image of the brand from a consumer perspective is known as the 'brand essence'.
7. Outline the three constituents that govern the overall character and feel of the brand.
8. What do brand touchpoints represent?
9. What two diagrammatic tools can be used to analyze and map brand identity?
10. Briefly explain what is meant by 'brand licensing'.
11. Why might a brand organization decide to alter its strategic direction and reposition a brand?
12. How does rebranding differ from brand repositioning?

Discussion/essay questions

1. Who do you consider controls a brand, the company or the customer? Discuss.
2. Select a fashion brand and discuss its visual identity. Analyze its style of logo or symbol, typeface, colour scheme, store facia and carrier bag. What message do you think they convey and how do you think they reflect the brand identity?

Chapter 6: Fashion Promotion

1. What is meant by the 'promotional mix'? List the four standard elements of the mix.
2. In addition to the standard promotional tools, which other ones are essential to fashion marketing?
3. Why are window displays an important aspect of fashion marketing?
4. What should visual merchandising be used for?
5. What is the ultimate aim of advertising? What does advertising also endeavour to do?

6. Digital content, such as adverts, films or images, from which consumers can purchase fashion products directly is known as _____.
7. What is the aim of celebrity endorsement?
8. Briefly explain what is meant by the following components of advertising:
 - the message
 - the medium or channel
 - timing and exposure
9. What can big data help companies to do?
10. What is the aim of a sales promotion?
11. What is the difference between a pull strategy and a push strategy?
12. List the most common promotional activities used by fashion brands and retailers.
13. What do the following stand for?
 - BOGOF
 - 2-4
14. What is the purpose of producing a limited-edition product?
15. Outline the main benefits of a collaboration between a brand/retailer and a design-led company/designer.
16. List some of the factors it is important to consider when planning a promotion.
17. The aim of _____ is to establish a direct link between a business and the end-consumer.
18. What is the overall aim of PR?
19. Briefly outline what is involved in the following basic PR techniques:
 - product placement
 - celebrity seeding
 - press days
 - special events
20. What does advertising value equivalent (AVE) measure? How does it do this?
21. What does personal selling refer to?

Chapter 7: Careers in Fashion Marketing

1. Select two of the following key job roles within the fashion industry that particularly interest you and briefly explain what they involve:
 - fashion designer
 - fashion and trend forecaster
 - retail buyer
 - merchandiser
 - visual merchandiser
 - brand management
 - product management
 - promotion and PR