

Class – M.Sc (FD) II – Sem
Subject – Fashion Merchandising & Marketing
Paper– P-V

Time Allowed : 3 Hours

Maximum Marks : 100

Note:- Attempt five questions in all, selecting one question from each unit. All questions carry equal marks. (20 marks each)

UNIT-I

- 1. (a) Define the following terms : 2 × 5 = 10
Fashion, Taste, Boutique, Style, Trend

5 × 2 = 10

- (b) Differentiate between
High Fashion & Mass fashion, Classic and Fad

- 2. Explain the different theories of Fashion Adoption. 20

UNIT-II

- 3. What is Fashion Business? Explain various forms of business organizations. 20
- 4. What is Fashion merchandising? Explain the responsibilities of merchandiser. 20

UNIT-III

- 5. What is Marketing environment? Explain with context to Fashion market and its structure. 20
- 6. Briefly explain the following :-

- (1) Fashion markets of the World

- (2) Mass production 10 × 2 = 20

UNIT-IV

- 7. What are the various sales promotion techniques? Write the role of advertising in Fashion Market. 20

- 8. Write short notes on

- (a) Fashion Show
- (b) Fashion Photography 10 × 2

UNIT-V

- 9. Write about the changing scenario of fashion in India. 20
- 10. Explain the various stages of fashion cycle with suitable Illustrations. 20

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