

Exam. Code : 217502

Subject Code : 6810

M.Sc. (Fashion Designing and Merchandising) 2nd

Semester

FASHION MERCHANDISING AND MARKETING

Paper—V

Time Allowed—Three Hours] [Maximum Marks—100

Note :— Attempt FIVE questions in all, selecting ONE question from each unit. All questions carry equal marks.

UNIT—I

1. (a) Explain the following terms : $2 \times 5 = 10$
- (i) SILHOUETTE
 - (ii) APPAREL
 - (iii) BOUTIQUE
 - (iv) COUTURIER
 - (v) TRENDS.
- (b) Write short notes on : $5 \times 2 = 10$
- (i) Difference between Mass Fashion and High Fashion.

(ii) Factors influencing Fashion Movement.

2. Discuss the relationship of consumer acceptance to the fashion cycle. 20

UNIT—II

3. Discuss the scope of fashion business in today's competitive scenario. Explain different fashion business organisations. 20
4. What is Fashion Merchandising ? Discuss the role and responsibilities of a Merchandiser. 20

UNIT—III

5. (a) What do you understand by 'Fashion Market' ? Discuss different Fashion Market Sectors. 10
- (b) Explain the factors influencing consumer buying behaviour. 10
6. What is Marketing ? Discuss the fundamental elements of Marketing and the importance of Marketing mix to achieve the goals of a company. 20

UNIT—IV

7. Explain the Range development of an export house on the basis of fashion calendar. What is the importance of planning colour stories and fabric selection in range

development ? 20

8. What do you understand by 'trend analysis' ? How can it help a Merchandiser in Merchandise planning for the season ? 20

UNIT—V

9. Discuss various promotional strategies used for promotion of fashion products in detail. 20
10. Discuss the role of advertising and fashion shows in Fashion promotion. 20

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