

Exam. Code : 103202

Subject Code : 1060

B.A/B.Sc. Semester—II

**FASHION DESIGNING AND GARMENT
CONSTRUCTION**

(Fashion Designing—II)

Time Allowed—3 Hours] [Maximum Marks—40

Note :— Attempt any **FIVE** questions in all. All questions carry equal marks.

1. Define fashion forecasting. Explain the basic indicators that are used in forecasting fashion.
2. Write about the different sources of inspiration in the fashion industry.
3. Discuss the structure of Indian fashion market.
4. Discuss the role of fashion shows in the fashion industry.
5. Define the term 'merchandising'. Explain the role of a fashion merchandiser.
6. Give a comparison between :
 - (a) Chain store and Franchise retail store.
 - (b) Designer retail store and Boutique.

7. Briefly discuss the various channels for fashion distribution.
8. Compare advertisement and publicity. Explain briefly the various types of advertisement.