

**Exam. Code : 217502**

**Subject Code : 6220**

**M.Sc. Fashion Design & Merchandising 2<sup>nd</sup> Semester**

**FASHION MERCHANDISING & 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 (20 marks each).

**UNIT—I**

1. Discuss different stages of Fashion Cycle. Why it is important for designers and merchandisers to understand fashion cycles ? 20
2. (a) Write short notes on :
  - (i) Theories of Fashion Adoption
  - (ii) Accelerating and Retarding factors affecting Fashion Cycle. 5×2=10
- (b) Define the following terms :
  - (i) Classic and Fad
  - (ii) Boutique and Couture
  - (iii) High Fashion and Mass Fashion
  - (iv) Fashion
  - (v) Silhouette. 2×5=10

**UNIT—II**

3. What is Fashion Business ? Discuss various forms of Business Organisations. 20
4. What do you understand by Fashion Merchandising ? Explain in detail the role and responsibility of a Merchandiser. 20

**UNIT—III**

5. Define Market Research. Discuss its importance in Fashion Industry. 20
6. Write short notes on :
  - (i) Marketing Environment
  - (ii) International and Domestic Fashion Markets. 10×2=20

**UNIT—IV**

7. (a) What is Merchandise Plan ? Discuss its significance in Fashion Industry. 10
- (b) Write a note on Fashion Forecasting. 10
8. Explain in detail the process of Product Development. What is the significance of market research in developing a new product ? 20

**UNIT—V**

9. Discuss different sales promotion techniques. What is the role of advertising in fashion marketing ? 20
10. Write short notes on :
  - (a) Fashion Shows
  - (b) Fashion Photography. 10×2=20