

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

**B.Sc.(Fashion Design) (Sem.-4)**  
**SURVEY OF APPAREL MERCHANDISING**

**Subject Code : B.Sc. FD-406**

**M.Code : 72331**

**Date of Examination : 07-07-22**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A is COMPULSORY** consisting of **FIFTEEN** questions carrying **TWO** marks each.
2. **SECTION-B** consists of **THREE** Sub-sections : Units-I, II & III.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

**SECTION-A**

1. **Attempt all questions in brief :**
  - a) Discuss the role of a merchandiser.
  - b) Explain Positioning.
  - c) Discuss the meaning of targeting.
  - d) Define the term '*marketing*'.
  - e) Importance of marketing.
  - f) Marketing environment.
  - g) Discuss the definition of Product Mix.
  - h) Define Merchandising.
  - i) Define Public Relations.
  - j) Ways of promoting retail fashion.

- k) What do you understand by fashion retail management?
- l) State any two levels of distribution channels
- m) Why is Consumer profile important?
- n) Define Mark-Ups.
- o) State the importance of special events in fashion promotion.

## **SECTION-B**

### **UNIT-I**

- 2. Discuss the concept of marketing in detail- its nature and functions.
- 3. Explain the significance of consumer behaviour.

### **UNIT-II**

- 4. Discuss the various marketing channels.
- 5. Explain the product life cycle in detail. How is a new product developed? Explain in detail.

### **UNIT-III**

- 6. Discuss the 6 months merchandising plan-buying calendar.
- 7. Discuss the types of retail operations.

**NOTE : Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC against the Student.**