

Roll No.

Total No. of Pages : 01

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Post-Graduate Diploma in Fashion Design and Clothing Technology
(Sem.-2)

FASHION MARKETING & MERCHANDISING

Subject Code : PGDFD-201-20

M.Code : 79802

Date of Examination : 18-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. FIVE questions to be attempted by the candidates selecting at least ONE question from EACH UNIT.
3. Each question carry TWELVE marks.

UNIT-I

1. What do you mean by fashion? Give a detail view of importance of Fashion marketing in fashion Apparel production and its career within industry.
2. Explain in detail about the types of customers and its Buying behavior.

UNIT-II

3. What are the responsibilities of a Fashion merchandiser? What are the key roles of a Merchandiser?
4. Discuss in detail about the steps in Fashion Merchandising.

UNIT-III

5. Describe in detail about the importance of advertising and its types.
6. What do you mean by Visual Merchandising and explain its presentation methods Management?

UNIT-IV

7. Compare On-site Fashion Retailors vs. Off-Site Fashion Retailors. What are their Challenges?
8. Define Fashion Retailing. Explain the factors affecting store location.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.