

- l) Product development
- m) Markup
- n) Off-price
- o) Bargaining

SECTION-B

UNIT-I

- 2. Discuss the concept of fashion marketing and 4 Ps of Marketing in detail.
- 3. Discuss Brand strategy and consumer behavior in detail in relation to apparel merchandising.

UNIT-II

- 4. Explain in detail about uniqueness of fashion Merchandising and Marketing.
- 5. Explain the working of export houses and foreign trade agreements related to the garment Industry.

UNIT-III

- 6. What is fashion merchandising plan? What are the responsibilities of a merchandiser?
- 7. What are the steps in product development? Explain in detail about the account of spec sheet used in the Apparel Industry.

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.