Roll No. Total No. of Pages : 02

Total No. of Questions: 07

B.Sc. (FD) (Sem.-4)
SURVEY OF APPAREL MERCHANDISING

Subject Code: BSFD-402-18 M.Code: 77700 Date of Examination: 07-07-22

Time: 3 Hrs. Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

- 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. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Write short notes on the following:

- a) Apparel Marketing
- b) Segmentation
- c) Consumer
- d) Research methodology
- e) Merchandising
- f) Export
- g) Product mix
- h) Consumer Segmentation
- i) Branding
- j) Retailing
- k) Forecasting

1 M-77700 (S22)-606

- 1) 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.

2 | M-77700 (S22)-606