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Total No. of Pages : 01

Total No. of Questions : 08

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.**