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Total No. of Pages : 02

Total No. of Questions : 09

B.Sc. (FT) (Sem.-6)
INTRODUCTION TO FASHION MERCHANDISING
Subject Code : BSFT-604
M.Code : 72340
Date of Examination : 16-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Answer briefly :

- a) Merchandising
- b) Leather fibers
- c) Buying Offices
- d) Global sourcing
- e) Intimate Apparel for women
- f) Vendor
- g) Sources of natural fibers
- h) Private labels
- i) Advertising
- j) Qualities of a salesperson.

SECTION-B

2. What are the good qualities of a Retailer?
3. What are the types of Retail merchandising?
4. What are the careers options for a merchandiser?
5. Explain in detail the supply processing of Fur fibers.
6. Explain the structure of Export house in detail.

SECTION-C

7. Discuss the status of domestic fashion market for apparel of men and children.
8. What are the current trends in fashion merchandising?
9. Describe in detail about history and processing of manmade fibers and textiles.

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