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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 : 19-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. 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) Fashion Marketing.
- b) Advertising.
- c) 2p's of Marketing.
- d) Merchandising.
- e) Forecasting Trends.
- f) Specification Sheet.
- g) Marketing Research.
- h) How to analyze Positioning?
- i) Discuss the Strategies of Branding?
- j) Why is Promotion done?
- k) Organizational Buying.

- l) Why marketing is important?
- m) Discuss the significance of Fashion Merchandising.
- n) Introduce Domestic Indian Garment Industry.
- o) Discuss methodology to do market research.

SECTION-B

UNIT-I

- 2) What do you understand by Fashion Marketing? Discuss the 4P's of marketing in detail.
- 3) Define Advertising. Discuss the role of Consumer Behavior in Fashion.

UNIT-II

- 4) What do you understand by Apparel Business? Discuss the Domestic Indian Garment Industry in detail.
- 5) What do you understand by Merchandising and Marketing? Discuss the uniqueness of Fashion Merchandising.

UNIT-III

- 6) What is Trend Forecasting? Discuss the importance of Trend Forecasting in detail.
- 7) Discuss about the Range development in Apparel Industry. Explain in detail.

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.