

Roll No.

Total No. of Pages: 01

Total No. of Questions: 08

B.Sc. (Knitwear Design and Technology) (Sem. – 4)
APPAREL MARKETING AND MERCHANDISING

Subject Code: BFDK401-18

M Code: 77718

Date of Examination : 02-06-23

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. The question paper is divided into FOUR Units, UNIT-I, UNIT-II, UNIT-III & UNIT-IV, each carrying TWO questions.
2. Students have to attempt FIVE questions selecting atleast ONE question from each Unit.
3. All questions carry equal TWELVE marks

UNIT-I

1. Define Brand. What are the various Brand strategies adopted in the stages of a Product Life cycle?
2. What is STP in Marketing? Explain how businesses use STP for the marketing of products?

UNIT-II

3. Define Merchandising. Describe the uniqueness of fashion merchandising.
4. What is the difference between Marketing and Merchandising?

UNIT-III

5. Describe the import and export scenario of the Indian Apparel Industry.
6. Discuss organised buying and selling activities of a Buying House.

UNIT-IV

7. Explain in detail the components of a Spec sheet. Give examples.
8. What are the various sizing standards followed in the apparel industry?

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.