

Roll No.

Total No. of Pages : 01

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Post-Graduate Diploma in Fashion Design &  
Clothing Technology (Sem-2)

**FASHION MARKETING AND MERCHANDISING**

Subject Code : PGDFD201-20

M.Code : 79802

Date of Examination : 02-06-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. Attempt any FIVE questions out of EIGHT questions by selecting atleast ONE question from each UNIT.
- 2 . Each question carries TWELVE marks.

**UNIT-I**

**1. Write a note on the following :**

- a) Target Market
  - b) Marketing mix
  - c) Sales Promotion
  - d) Mark up
2. In present times, what role does a buyer play in the marketing strategy of a fashion brand? Enumerate the various steps and ways to positively study the buyer, behaviour.

**UNIT-II**

3. Throw light on the role and responsibility of a fashion merchandiser.
4. What are the basic steps in Fashion Merchandising.

**UNIT-III**

5. Write a detailed note on Visual Merchandising. Elaborate on the various elements of Visual merchandising.
6. Comment on the role of 'Fashion show' as a tool of fashion promotion. Trace the evolution of fashion shows in India. Support your argument with example.

**UNIT-IV**

7. Discuss the effect of environment and location on fashion retailing.
8. Give a detailed account of the distinctive characteristics of On-site and Off-site fashion retailing. Mention their pros and cons.

**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.**