

Total No. of Questions : 09

INTRODUCTION TO FASHION MERCHANDISING

Subject Code : BSFT-604

M.Code : 72340

Time : 3 Hrs.

Max. Marks : 60

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. Attempt all questions in brief :

1. Store Layout
2. Personal Selling
3. Merchandising
4. Buyer
5. Spec sheet
6. Range Planning
7. Brand
8. Sales
9. Marketing
10. Promotion

SECTION-B

2. Explain the advertising of Natural Fibres and Textiles.
3. Discuss the status of Domestic Fashion Market for Menswear clothing.
4. Discuss the role of Store Furnishings and Fixtures in Promotion of Clothing by retailers stocking Branded Clothing.
5. Describe the role of Merchandiser, from the view point of Merchandiser as a career.
6. Discuss the trends in Fashion Retailing.

SECTION-C

7. Explain the structure of Export house.
8. Discuss the corporate level merchandising functions.
9. Throw light on the history and development of merchandising of fabrics.

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.