

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 02

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (2018 Batch) (Sem.-2)

GLOBAL SOURCING

Subject Code : MSFMM-204-18

M.Code : 75999

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** consists of THREE Sub-sections : Units-I, II & III.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Attempt any FOUR questions, ONE from each Sub-section and fourth from any sub-section.

SECTION-A

1. **Write briefly :**
 - a. Up market (Fashion)
 - b. Woven fabric
 - c. Fashion
 - d. Trims
 - e. Quality parameters
 - f. Costing
 - g. Global sourcing
 - h. Vendor
 - i. Sourcing decision
 - j. Haute couture

SECTION-B

UNIT-I

2. Discuss legal aspects of global sourcing.
3. Elaborate opportunities and challenges in global sourcing.

UNIT-II

4. Discuss significance of global sourcing of UN convention on contracts for international sale of goods.
5. Explain vendor management in detail.

UNIT-III

6. Discuss factors affecting sourcing decision.
7. Compare markets of any two subcontinents with Indian on different parameters.

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.