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Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.FT (2012 & Onwards) (Sem.-6)
INTRODUCTION TO FASHION MERCHANDISING

Subject Code : BSFT-604

M.Code : 72340

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 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. Answer briefly :

- a. Define Retail Merchandising.
- b. Explain the term fashion merchandising.
- c. Distinguish between buying house and export house.
- d. Enlist types of merchandising.
- e. What is a buying office and its types?
- f. Write down history of leather fibers.
- g. What are the career options a fashion merchandiser can have?
- h. Distinguish between merchandiser and vendor.
- i. Write a short note on merchandise presentation.
- j. Explain the term Advertising.

SECTION-B

2. Explain supply processing of Fur and Manmade fibers with suitable examples.
3. Discuss all the types of fashion merchandising and retail merchandising.
4. Discuss good qualities of a Retailer.
5. Discuss the status of domestic fashion market for apparel of men and children.
6. State and explain the functions of a fashion merchandiser.

SECTION-C

7. Discuss the importance of store layout, store furnishings and fixtures in fashion retailing merchandising in fashion.
8. Describe in detail about history, development and processing of natural fibers and textiles.
9. Explain current trends in fashion retailing and merchandising.

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.