

Total No. of Questions : 07

SURVEY OF FASHION MARKETING AND MERCHANDISING

Subject Code : BSc TD-306

M.Code : 71771

Time : 3 Hrs.

Max. Marks : 60

1. **SECTION-A** is **COMPULSORY** consisting of **FIFTEEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **SIX** questions carrying **TEN** marks each and students have to attempt any **THREE** questions.

SECTION-A

1) Write briefly :

- a) Product mix
- b) Fashion Forecasting
- c) Channels
- d) Advertising
- e) Targeting
- f) Marketing Mix
- g) Promotion
- h) Market Survey
- i) Fashion Marketing
- j) Consumer Segmentation
- k) Point of Purchase Stimuli
- l) Marketing materials and methods

- m) Define Merchandising
- n) Market segmentation
- o) Bargaining

SECTION-B

2. Write the scope and importance of fashion retailing.
3. Define Marketing and discuss the ways of marketing and Marketing Mix in detail.
4. Describe the role of distribution channels in fashion retailing.
5. Explain the role of merchandiser in apparel industry.
6. Discuss the influencing factors for marketing concept.
7. Discuss the pricing objectives, pricing mix and pricing methods.

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.