

Q.16 What is the scope of Fashion Merchandising ?

Q.17 What are INCOTERMS ?

Q.18 What is Fashion Marketing ?

Q.19 Discuss the term “Product development”.

Q.20 Define Advertising.

Q.21 What is Supply Chain?

Q.22 What are Staple Goods ?

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

Q.23 Discuss in Detail Types of Fashion Merchandising.

Q.24 Discuss in Detail role and skills of Fashion Merchandiser.

Q.25 Discuss in Detail Process and Activities of Fashion Marketing.

No. of Printed Pages : 4

Roll No.

223151

5th Sem. / Fashion Design

Subject : Fashion Marchandising

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

Q.1 Marketing concept addresses 4P's Product, Price, Place and _____

- a) Progress b) Pain
- c) Pen d) Promotion

Q.2 A group of garment designed for a specific season is called _____

- a) Classic b) Collection
- c) Cover d) Collage

Q.3 A paid message in media used to increase sales is called _____

- a) Shopping b) Buying
- c) Advertising d) accessory

Q.4 A person who communicates with final consumer is called _____

- a) Merchandiser b) Retailer
- c) Wholesaler d) manufactuter

Q.5 Prediction of Fashion trends is called _____

- a) Grading b) Buying
- c) Fashion Forecasting d) Marketing

Q.6 MIS stands for

- a) Merchandising Information System
- b) Market Information System
- c) Management Information System
- d) Merchandising Introduction System

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

Q.7 What are Stock outs ?

Q.8 Define the term “Brand”.

Q.9 What is Pricing ?

Q.10 Define the term “Target Market”.

Q.11 What are Unsought goods ?

Q.12 Define Merchandise.

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

Q.13 What are the Process of Fashion Marketing?

Q.14 What is the difference between Manufacturing unit and buying house ?

Q.15 What is Retail Merchandising ?