

Q.16 What is the scope of Fashion Merchandising ?

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Q.17 What are INCOTERMS ?

Q.18 What is Fashion Marketing ?

5th Sem. / Fashion Design

Q.19 Discuss the term “Product development”.

Subject : Fashion Merchandising

Q.20 Define Advertising.

Time : 3 Hrs.

M.M. : 60

Q.21 What is Supply Chain?

SECTION-A

Q.22 What are Staple Goods ?

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

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

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

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

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

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

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

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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) manufauter

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 ?