

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 07

B.Sc. (FD) (Sem.-4)

SURVEY OF APPAREL MERCHANDISING

Subject Code : BSFD-402-18

M.Code : 77700

Date of Examination : 15-12-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **FIFTEEN** 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. Students have to attempt any **ONE** question from each Sub-section.

SECTION-A

- 1. Write short notes on the following :**

- Fashion Marketing
- Advertising
- Brand
- Wholesaler
- Promotion
- Market Survey
- Product mix
- Consumer Segmentation
- Branding
- Retailing
- Inventory

- l. Buying Behavior
- m. 4p's of Marketing
- n. Mark up
- o. Off-price

SECTION-B

UNIT-I

- 2. Discuss the concept of market research and research methodology in detail.
- 3. Discuss Brand strategy and buyer behavior in detail in relation to apparel merchandising.

UNIT-II

- 4. Explain in detail the difference between Merchandising and Marketing.
- 5. Explain with the help of flow diagram the work function of Indian garment industry.

UNIT-III

- 6. Discuss in detail the role and responsibilities of a Merchandiser.
- 7. Discuss in detail about range development and sizing standard.

NOTE : Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC against the Student.