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Total No. of Pages: 02

Total No. of Questions: 09

Bachelor of Science (Fashion Technology)(Sem. – 6)
INTRODUCTION TO FASHION MERCHANDISING

M Code: 72340

Subject Code: BSFT-604

Date of Examination : 05-01-2023

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS 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. Attempt all:

- a) Define retailing.
- b) What is buying house?
- c) Define promotion.
- d) What is a spec sheet?
- e) Who is a marketer?
- f) Define fashion trends.
- g) What is range planning?
- h) Define the term fixtures.
- i) Define the term signage.
- j) Fur and leather fibers.

SECTION-B

2. Briefly explain private labels and brands.
3. What is global sourcing? Explain the structure of buying houses.
4. How does personal selling affect the buying behavior of the consumer?
5. Explain different types of store layouts and merchandise presentations.
6. What is the status of the domestic fashion market for apparel and accessories?

SECTION-C

7. What are store-level and corporate-level merchandising functions? Explain.
8. What do you know about the history and development of merchandising of leather fibers and textiles?
9. Define private labels and brands. What is range planning?

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.