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Total No. of Pages: 02

Total No. of Questions: 09

M.Sc. (GMT) (Sem. – 3)

APPAREL MARKETING & MERCHANDISING

Subject Code: MSGMT303-18

M Code: 76689

Date of Examination: 16-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Each Sub-section contains TWO questions each, carrying TEN marks each.
3. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Define/Explain in brief the following terms:

- a) Merchandiser
- b) First phase of fashion lifecycle
- c) New product development
- d) Retailing
- e) Packaging
- f) Departmental Stores
- g) Marketing Mix
- h) Buying Calendar
- i) Product Mix
- j) Public Relation

SECTION-B

UNIT-I

2. Explain the Buyer Black Box model for understanding consumer behaviour.
3. Explain the role of digital marketing in sale promotion.

UNIT-II

4. What is merchandising? Explain the merchandising policies in detail.
5. What are buying offices? Explain their function and types.

UNIT-III

6. Discuss any five types of retail operations.
7. Write notes on:
 - a) Advertising
 - b) Special Events

UNIT-IV

8. What is packaging? Discuss the packaging principles.
9. Discuss the material used for packaging in an apparel industry.

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.