

Roll No.

Total No. of Pages : 01

Total No. of Questions : 08

Master of Design (Fashion & Textiles) (Sem.-3)
PRINCIPLES OF FASHION MARKETING & MANAGEMENT
Subject Code : MDFT-306-19
M.Code : 78572

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. Attempt any FIVE questions out of EIGHT questions.
2. Each question carries TWELVE marks.

- 1) What is the role of digital marketing in Production Planning and Control department of the garment industry?
- 2) Write a short note on :
 - a) Specification sheet
 - b) Quality
 - c) Ergonomics
 - d) Inspection
- 3) What do you mean by retailing? What are the types of retail channels?
- 4) Define Packaging. What are the key elements of product packaging?
- 5) What is product merchandising? Throw some light on 6 months merchandising plan-buying calendar.
- 6) What do you mean by :
 - a) Product mix
 - b) Product Life cycle
 - c) Promotion mix
- 7) What are the marketing channels and their functions? What is the difference between retailing and wholesaling?
- 8) What are the different techniques of retail fashion promotion and what is the role of consumer in this?

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