

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

**B.Sc. (FT) (Sem.-6)**  
**INTRODUCTION TO FASHION MERCHANDISING**

Subject Code : BSFT-604

M.Code : 72340

Date of Examination : 12-07-22

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION 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. Answer briefly :**

- a. Advertising
- b. Promotion
- c. Merchandising of Man-made fibers.
- d. Intimate apparel.
- e. Retailing
- f. Brands
- g. Pricing decision
- h. Store layout
- i. Export house
- j. Sales

## SECTION-B

2. What do you mean by Fashion Merchandising? What are the key roles of merchandising within the Fashion Industry?
3. Describe challenges for Domestic Fashion Market for Apparel and Accessories.
4. Explain in detail store level merchandising, its objectives and functions.
5. What do you mean by Export houses and explain its working and categories.
6. Discuss in brief "*personal selling and qualities of sales persons*".

## SECTION-C

7. Explain historical development and sources of merchandising of fiber and fabric.
8. Explain corporate level merchandising and qualities of merchandiser.
9. What do you mean by Buying offices and explain its working.

**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.**