

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Voc. (Fashion Design and Garment Technology) (Sem.-2)

FASHION MERCHANDISING

Subject Code : BVFDT-203-20

M.Code : 79541

Date of Examination : 08-07-22

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. Write briefly :

- a) Retailing
- b) Marketing
- c) Promotion
- d) Domestic market
- e) Labels
- f) Trend analysis
- g) Window display
- h) Product line
- i) Store fixture
- j) Store layout

SECTION-B

2. What do you mean by retail marketing? Explain the functions of management and merchandising in retailing.
3. Discuss Brand strategy and buyer behavior in detail in relation to apparel merchandising.
4. Discuss the concept of fashion marketing and 4 P's of Marketing in detail.
5. Describe the types of merchandising and importance of sampling.
6. Explain in detail about store planning and layout and its objectives and functions.

SECTION-C

7. Write in detail view on advantages of Fashion promotion and History, Scope and Importance of fashion retailing.
8. Explain Retail merchandising and concept of apparel product line.
9. Write short notes on
 - a. Customer loyalty
 - b. Trade show
 - c. Merchandiser calendar.

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.