

B.Sc. FAD Semester-6 Examination**FAD-33****Sales Promotion & Presentation**

Time : 2-30 Hours]

April-2023

[Max. Marks : 70

Q.1) WRITE IN DETAILS ABOUT FASHION FORECASTING? 14 Marks

OR

Q.1) (A) WRITE IN DETAIL ABOUT ELEMENTS OF VISUAL MERCHANDISING? 7 Marks

Q.1) (B) WRITE IN DETAILS ABOUT WINDOW DISPLAY? 7 Marks

Q.2) WRITE IN DETAILS ABOUT VISUAL MERCHANDISING? 14 Marks

OR

Q.2) (A) WRITE IN DETAILS ABOUT FASHION RETAILING? 7 Marks

Q.2) (B) WRITE IN DETAILS ABOUT TRENDS IN ADVERTISING & PROMOTION? 7 Marks

Q.3) WRITE IN DETAILS ABOUT STORE PLANNING? 14 Marks

OR

Q.3) (A) WRITE IN DETAILS ABOUT ON-SITE CLASSIFICATION? 7 Marks

Q.3) (B) WRITE IN DETAILS ABOUT LARGE DEPARTMENT STORE? 7 Marks

Q.4) WRITE IN DETAILS ABOUT FASHION ADVERTISING? 14 Marks

OR

Q.4) (A) WRITE IN DETAILS ABOUT TYPES OF MEDIA? 7 Marks

Q.4) (B) WRITE IN DETAILS ABOUT PUBLICITY? 7 Marks

Q.5) EXPLAIN IN SHORT WAY. (ATTEMPT ANY SEVEN OUT OF TWELVE) 14 Marks

1. RAW MATERIAL
2. SOURCES
3. ART
4. GRAPHIC & PHOTOGRAPHY
5. BOOKS & MAGAZINES
6. RESEARCH INSPIRATION
7. CINEMA
8. STREET STYLE
9. TRENDS
10. TRAVEL
11. EXHIBITION
12. RETAIL

-----ALL THE BEST-----