

**B.Sc. (FAD) (Sem.-VI) Examination  
Sales Promotion & Portfolio Presentation  
April-2017**

**Time : 3 Hours]**

**[Max. Marks : 70**

**ATTEND ANY 5 QUESTIONS**  
**ALL QUESTIONS CARRIES 14 MARKS**

**Q.1. WRITE IN DETAIL ABOUT FASHION FORECASTING**

**Q.2. EXPLAIN ELEMENTS OF VISUAL MERCHANDISING**

**Q.3. (i) WRITE IN DETAIL ABOUT MERCHANDISING**  
**(ii) WRITE IN DETAIL ABOUT PROMOTION**

**Q.4. (I) EXPLAIN SINGLE UNIT SPECIALTY STORES WITH ORGANIZATION CHART**  
**(ii) EXPLAIN SMALL DEPARTMENT STORES WITH ORGANIZATION CHART**

**Q.5. WRITE IN DETAIL ABOUT SOURCES OF INSPIRATION FOR DESIGNING A COLLECTION**

**Q.6. HOW TO MAKE A FASHION DESIGN PORTFOLIO EXPLAIN IN DETAIL**

**Q.7. HOW TO MAKE A COSTUME DESIGN PORTFOLIO**

**Q.8. WRITE IN DETAIL ABOUT PROMOTION (ANY 5 POINTS)**

**Q.9. EXPLAIN CLASSIFICATIONS OF FASHION ADVERTISEMENTS**

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