

B.Sc. (FAD) Sem-6 Examination

FAD 33

Sales Promotion & Presentation

April 2022

Time : 2-00 Hours]

[Max. Marks : 50

NOTE: i) Attempt any *FIVE* questions from the following.

ii) Each question carries **10** marks.

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Q.1. WRITE IN DETAIL ABOUT ELEMENTS OF VISUAL MERCHANDISING

Q.2. EXPLAIN MERCHANDISING IN RETAIL

Q.3. CLASSIFICATION OF FASHION ADVERTISEMENT

Q.4. WHAT IS FASHION FORECASTING? EXPLAIN ANY 5 POINTS FOR DOING FASHION FORECASTING.

Q.5. HOW TO BEGIN FOR DEVELOPING A DESIGN COLLECTION

Q.6. HOW TO MAKE A COSTUME DESIGN PORTFOLIO?

Q.7. WRITE IN DETAIL ABOUT MAGAZINES FOR ADVERTISEMENT

Q.8. WRITE THE IMPORTANCE OF BROADCAST MEDIA FOR ADVERTISEMENT

Q.9. EXPLAIN PROMOTION, STORE MANAGEMENT & STORE OPERATION IN DETAIL

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