

B.Sc Sem.-5 (FAD) Examination**FAD 25****Fashion Marketing & Merchandising****Time : 2-30 Hours]****November-2024****[Max. Marks : 70**

Q.1) DESCRIBE PROMOTIONAL ACTIVITIES OF GOVERNMENT ORGANISATION. (14 MARKS)

OR

Q.1(A) WRITE ABOUT PRODUCT DEVELOPMENT. (7 MARKS)

Q.1(B) SIGNIFICANCE OF EXPORT DOCUMENTS & REQUIRED FOR PORT CLEARANCE (7 MARKS)

Q.2) WRITE IN DETAILS ABOUT TYPES OF RETAILING. (14 MARKS)

OR

Q.2(A) EXPLAIN ABOUT COSTING OF GARMENT. (7 MARKS)

Q.2(B) DESCRIBE ABOUT APPAREL PRODUCTS & STYLE DEVELOPMENT. (7 MARKS)

Q.3) EXPLAIN MARKETING MIX IN DETAIL. (14 MARKS)

OR

Q.3(A) WRITE IN DETAILS ABOUT CHANNELS OF DISTRIBUTION. (7 MARKS)

Q.3(B) DESCRIBE ABOUT EXPORT MARKETING. (7 MARKS)

Q.4) WRITE IN DETAILS ABOUT ROLE OF MERCHANDISER. (14 MARKS)

OR

Q.4(A) EXPLAIN IMPORTANCE OF MERCHANDISER AND MERCHANDISING CONCEPT. (7 MARKS)

Q.4(B) WRITES IN DETAILS ABOUT MERCHANDISING CONCEPT. (7 MARKS)

Q.5) EXPLAIN IN BRIEF ANY SEVEN OUT OF TWELVE: (14 MARKS)

1. MARKETING
2. MARK UP
3. SALESMANSHIP
4. WHOLESALE
5. LICENSING
6. CONTRACT MANUFACTURING
7. GR FOAM
8. PP FOAM
9. LETTER OF CREDIT
10. YELLOW SHIPPING BILL
11. DISTRIBUTION CHANNELS
12. FREIGHT

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