

B.Sc. (FAD) Sem.-6 Examination**FAD-33****Sales Promotion & Presentation****Time : 2-30 Hours]****April-2025****[Max. Marks : 70**

- Q.1) WRITE IN DETAILS ABOUT ELEMENTS OF VISUAL MERCHANDISING? 14 Marks
- OR
- Q.1) (A) WRITE IN DETAIL ABOUT FASHION FORECASTING? 7 Marks
- Q.1) (B) WRITE IN DETAILS ABOUT WINDOW DISPLAY? 7 Marks
- Q.2) WRITE IN DETAILS ABOUT FASHION ADVERTISEMENT? 14 Marks
- OR
- Q.2) (A) WRITE IN DETAILS ABOUT TRENDS IN ADVERTISING & PROMOTION? 7 Marks
- Q.2) (B) WRITE IN DETAILS ABOUT LARGE DEPARTMENT STORE? 7 Marks
- Q.3) WRITE IN DETAILS ABOUT STORE PLANNING? 14 Marks
- OR
- Q.3) (A) WRITE IN DETAILS ABOUT FASHION RETAILING? 7 Marks
- Q.3) (B) WRITE IN DETAILS ABOUT PUBLICITY? 7 Marks
- Q.4) WRITE IN DETAILS ABOUT VISUAL MERCHANDISING? 14 Marks
- OR
- Q.4) (A) WRITE IN DETAILS ABOUT ON-SITE CLASSIFICATION? 7 Marks
- Q.4) (B) WRITE IN DETAILS ABOUT TYPES OF MEDIA? 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-----