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**0701E277**

Candidate's Seat No : \_\_\_\_\_

**B.Sc. (FAD) Sem.-5 Examination**

**FAD 25**

**Fashion Marketing & Merchandising**

**January 2021**

**[Max. Marks : 50**

**Time : 2-00 Hours]**

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**NOTE: I) ATTEMPT ANY 5 OF THE FOLLOWING QUESTIONS**

**II) EACH QUESTION CARRIES 10 MARKS**

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Q.1) WRITE ABOUT ROLES AND PRIMARY RESPONSIBILITIES OF THE MARCHANDISER?

Q.2) WRITE ABOUT CHANNELS OF DISTRIBUTION?

Q.3) WRITE ABOUT DEVELOPING A SAMPLE GARMENT.

Q.4) EXPLAIN RETAIL MANAGEMENT.

Q.5) WRITE ABOUT EXPORT MARKETING ENVIRONMENT.

Q.6) WRITE ABOUT MARKETING MIX - 4 PS OF MARKETING.

Q.7) EXPLAIN COSTING METHOD.

.....ALL THE BEST.....