

**Total No. of Pages : 02**

**Total No. of Questions : 07**

**B.Sc. (FD) Knits (2014 to 2017) (Sem.-4)**  
**APPAREL MARKETING & MERCHANDISING**  
**Subject Code : BScFDK-402**  
**M.Code : 72820**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A is COMPULSORY consisting of FIFTEEN questions carrying TWO marks each.**
2. **SECTION-B contains SIX questions carrying TEN marks each and students have to attempt any THREE questions.**

## SECTION-A

**Q1. Write short notes on the following :**

- Merchandising
- Window Display
- Cost price
- Fabric sourcing
- Brand
- Mark-up
- Margin
- Importance of visual merchandising
- Marketing
- Forecasting
- Profit
- Garment sourcing

- m) Personal selling
- n) Sizing
- o) Brand strategy

### SECTION-B

- Q2. What do you understand by the term fashion marketing? Discuss in detail the 4 Ps of marketing.
- Q3. Explain the following:
- a) Segmentation targeting
  - b) Positioning analysis
- Q4. What do understand by apparel business? Write in detail. What is the uniqueness of fashion merchandising?
- Q5. Discuss in detail the Indian garment industry in terms of its domestic market.
- Q6. Write in detail about the working of a buying house?
- Q7. Discuss the following in relation to merchandising :
- a) Forecasting trends
  - b) Spec sheet study

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**