

Total No. of Pages : 02

Total No. of Questions : 07

B.Sc.(FD) (2013 to 2017) (Sem.-4)
SURVEY OF APPAREL MERCHANDISING
Subject Code : B.Sc. FD-406
M.Code : 72331

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **FIFTEEN** questions carrying **TWO** marks each.
2. **SECTION-B** consists of **THREE** Sub-sections : Units-I, II & III.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

1. Attempt all questions in brief :

- a) Define Fashion Marketing.
- b) What do you understand by market mix?
- c) What role does segmentation plays in marketing?
- d) State any two methods of pricing.
- e) Define Buying Behavior
- f) Why is promotion done?
- g) State the importance of sales promotion.
- h) State any two responsibilities of a merchandiser.
- i) Define Branding.
- j) Define Retailing.
- k) What do you understand by fashion retail management?

- l) State any two levels of distribution channels
- m) Why is Consumer profile important?
- n) Define Mark-Ups.
- o) State the importance of special events in fashion promotion.

SECTION-B

UNIT-I

- Q2. Define marketing. Discuss the concept of marketing in detail.
- Q3. Discuss consumer markets and buyer behavior in detail in relation to apparel merchandising.

UNIT-II

- Q4. Write in detail about the Product Life Cycle. Also discuss the about its pricing objectives in detail.
- Q5. Explain the following :
 - a) Marketing channels
 - b) Distribution Channels

UNIT-III

- Q6. Discuss in detail the role and responsibilities of a Merchandiser. What you understand by fashion retail management?
- Q7. Discuss in detail the different retail operations.

NOTE : Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC against the Student.