



Roll No.

Total No. of Pages : 02

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**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.**

