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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 :**

1. Seller
2. Advertisement
3. Merchandising
4. Buying house
5. Spec sheet
6. Apparel
7. Export
8. Sales
9. Marketing
10. Promotion
11. Forecasting
12. Market

- 13. Retailing
- 14. Marketer
- 15. Trend

### SECTION-B

- Q2. Define Brand. How can brands be marketed? Also discuss what a brand strategy is?
- Q3. What are the essential requirements for running an apparel business? Explain the difference between the export and domestic requirements of apparel in the garment industry.
- Q4. Explain the activities- organizational buying and selling as the functions of the buying houses.
- Q5. Explain the following :
- 1. Range development
  - 2. Sizing standard
  - 3. Spec sheet study
- Q6. Discuss the segmentation, targeting and positioning analysis.
- Q7. Describe the concept of consumer behaviour in fashion. How can advertising effect consumer behaviour?

**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.**