

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 07

B.Sc.(FD) Knits (2014 to 2017) (Sem.-5)
FASHION BUYING & MERCHANDISING
Subject Code : B.Sc.FDK-504
M.Code : 74182

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**1 Write short notes on :**

- a) Branded merchandise
- b) Leased departmental store
- c) Discount stores
- d) Chain store
- e) Mail order houses
- f) Store planning
- g) Advertising
- h) Cost price
- i) Fabric sourcing
- j) Prototype
- k) Quality control
- l) Exhibition
- m) Customer profile
- n) Buying
- o) Range planning

SECTION-B

2. What do you understand by the Fashion retailing? What are its objectives? Discuss.
3. Explain the following in terms of fashion retailing :
 - a) Retail format
 - b) Types of retail operations
4. What do you understand by International marketing? Discuss in detail.
5. Discuss the following in detail in terms of visual merchandising :
 - a) Window display
 - b) Thematic displays
6. Discuss trade documentation and quota policy in detail in relation to fashion merchandising.
7. Explain the following :
 - a) Brand study
 - b) Range development

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.