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**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) Discuss the Product Mix
- b) Define Merchandising
- c) Define Public Relations
- d) Ways of promoting retail fashion
- e) Role of a merchandiser
- f) Positioning
- g) Targeting
- h) Define marketing
- i) Importance of marketing
- j) Marketing environment
- k) Define Apparel Merchandising

- l) Define Fashion Marketing.
- m) Define Buying behaviour.
- n) Why is promotion done?
- o) State the importance of Sales Promotion.

## **SECTION-B**

### **UNIT-I**

- 2. Discuss the concept of marketing in detail-its nature and functions.
- 3. Explain the significance consumer behaviour.

### **UNIT-II**

- 4. Discuss the various marketing channels.
- 5. Explain the product life cycle in detail. How is a new product developed? Explain in detail.

### **UNIT-III**

- 6. Discuss the 6 months merchandising plan-buying calendar.
- 7. Discuss the types of 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.**