



Roll No.

--	--	--	--	--	--	--	--	--	--

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 :

- a) Merchandising
- b) Window Display
- c) Cost price
- d) Fabric sourcing
- e) Brand
- f) Mark-up
- g) Margin
- h) Importance of visual merchandising
- i) Marketing
- j) Forecasting
- k) Profit
- l) Garment sourcing





- m) Personal selling
- n) Sizing
- o) Brand strategy

SECTION-B

- Q2. What do you understand by the term fashion marketing? Discuss in detail the 4 Ps of marketing.
- Q3. Explain the following:
- a) Segmentation targeting
 - b) Positioning analysis
- Q4. What do understand by apparel business? Write in detail. What is the uniqueness of fashion merchandising?
- Q5. Discuss in detail the Indian garment industry in terms of its domestic market.
- Q6. Write in detail about the working of a buying house?
- Q7. Discuss the following in relation to merchandising :
- a) Forecasting trends
 - b) Spec sheet study

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.

