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B.Sc.(FD) Knits (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. Retail stores
- b. Stock
- c. Consumer feedback
- d. Visual merchandising
- e. Fashion marketing
- f. Competition change
- g. Assortment
- h. Brands
- i. Demand
- j. Supply of products
- k. Super market
- l. Variety
- m. Inventory

- n. Product depth
- o. Retail mix

SECTION-B

- 2. Explain different types of retail formats.
- 3. How does company track sales with displays?
- 4. Explain different types of store displays.
- 5. Explain trade documentation and quota policy.
- 6. Explain the factors which help in selling the fashion.
- 7. Explain the role of IPR in fashion business.

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.