



Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

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.

