

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

B.Sc. (TD) (2013 & Onwards) (Sem.-3)

SURVEY OF FASHION MARKETING AND MERCHANDISING

Subject Code : BScTD-306

Paper ID : [A3199]

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 briefly :

- a) Departmental Store
- b) Product positioning
- c) Sales promotion
- d) Merchandiser
- e) Retailer
- f) Neighbourhood Malls
- g) Brand Identity
- h) Assortment
- i) Buying Motivation
- j) Service Brand
- k) Markdown
- l) Chain Store

- m) Product development
- n) Marketing
- o) Fashion Forecasting

SECTION-B

- 2) Discuss the techniques of retail fashion promotion in detail.
- 3) Justify the line “*Consumer is the king of the market*” with special reference to demand and supply.
- 4) Discuss various pricing methods followed by retailers and wholesalers.
- 5) Define a brand giving suitable examples. What do you know about layers of brand?
- 6) What is merchandising planning? Discuss the various merchandise plans.
- 7) What do you know about product mix? How is it important for popularity of a brand?