

**Total No. of Pages : 02**

**Total No. of Questions : 07**

**B.Sc.(FD) (2013 to 2017) (Sem.-4)**

# SURVEY OF APPAREL MERCHANDISING

**Subject Code : B.Sc. FD-406**

**Paper ID : [72331]**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A is COMPULSORY** consisting of **FIFTEEN** questions carrying **TWO** marks each.
2. **SECTIONS-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. Write briefly :**
- a) Wholesaler
  - b) Promotion
  - c) Market Survey
  - d) Product mix
  - e) Consumer Segmentation
  - f) Branding
  - g) Retailing
  - h) Inventory
  - i) Buying Behavior
  - j) Define 4p's of Marketing,
  - k) Point of Purchase Stimuli

- 1) Marketing materials and methods
- m) Define Merchandising
- n) Market segmentation
- o) Bargaining

## **SECTION-B**

### **UNIT-I**

- 2. Define Marketing and discuss the ways of marketing.
- 3. Explain the Marketing Mix in detail.

### **UNIT-II**

- 4. Discuss the pricing objectives, pricing mix and pricing methods.
- 5. Give a detailed account of the distribution channels.

### **UNIT-III**

- 6. Elaborate the concept of Merchandising.
- 7. What are the different types of retail operations?