

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

Paper ID : [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**

**Q.1 Write short notes on :**

- a) What is fashion merchandising?
- b) Define consumer behaviour.
- c) What is product development?
- d) Define forecasting.
- e) What is a brand?
- f) What is assortment planning?
- g) Who is a seller?
- h) Define buying house.
- i) Define buying selling cycle?
- j) What is research methodology?
- k) What do you understand by product positioning?
- l) What is a trend?

- m) What is fashion innovation?
- n) What is a spec-sheet?
- o) What is qualitative data?

### SECTION-B

- Q.2 What is a business? Elaborate the various points to be kept in mind while starting and maintaining an apparel business.
- Q.3 What is merchandise buying? Discuss the role of a retail buyer.
- Q.4 Discuss in details the domestic Indian garment industry and its characteristics.
- Q.5 What is fashion marketing? Discuss the four P's of marketing in detail.
- Q.6 What is range development? What are the important points kept in mind while developing a range of apparel products?
- Q.7 What are sizing standards? Also discuss the importance of good size fit in apparel industry.