

Roll No. 

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Total No. of Pages : 02

Total No. of Questions : 09

**B.Sc.(FT) (2012 & Onwards) (Sem.-5)**  
**PRINCIPLES OF FASHION MARKETING**  
Subject Code : BSFT-503  
Paper ID : [A2913]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

**SECTION-A****1. Write briefly :**

- 1 Retailing
- 2 Advertising
- 3 Speciality Stores
- 4 Buying
- 5 Packaging
- 6 Product Line
- 7 Segmentation
- 8 Mark up
- 9 Wholesaler
- 10 Consumer

### SECTION-B

2. What is marketing mix?
3. How do you classify different buyers? Discuss.
4. What are factory outlets? How they are different from franchise stores?
5. What is visual merchandising? Why is it important for a retail outlet?
6. Explain the functions of line and staff in a retail organisation.

### SECTION-C

7. What is marketing communication? Discuss its process and objectives.
8. What are the principles for buying and selling? Explain the buying selling cycle.
9. Give differences between the following :
  - 1 Departmental store and Speciality stores
  - 2 Horizontal and vertical marketing systems