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Total No. of Questions : 07

B.Sc.(FD) Knits (2014 to 2017) (Sem.-5)
FASHION BUYING & MERCHANDISING
Subject Code : BScFDK-504
Paper ID : [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

Q.1 Write short notes on :

- a) What is retailing?
- b) Define market.
- c) Who is a buyer?
- d) What are sizing standards?
- e) Define quota.
- f) Define mass merchandisers.
- g) Name the four P's of marketing.
- h) What are qualities of a good merchandiser?
- i) What do you understand by development of themes?
- j) What are window displays?
- k) What is trade?
- l) Is lighting important in visual merchandising? Discuss.
- m) What do you understand by range planning?

n) Define fashion design.

o) What is branding?

SECTION-B

Q.2 What is International marketing? Discuss the trade documentation required for international marketing.

Q.3 What do you know about fashion and IPR?

Q.4 Discuss the Indian Retail Industry and new developments related to it.

Q.5 What are single and multiple unit retail stores? Explain with suitable examples.

Q.6 Discuss the various points to be kept in mind for effective store display in a retail store.

Q.7 What do you understand by fashion buying? Discuss the various factors kept in mind while buying for an apparel store.

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