

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**B.Sc.FT (2012 & Onwards) (Sem.-6)**

# INTRODUCTION TO FASHION MERCHANDISING

**Subject Code : BSFT-604**

**Paper ID : [72340]**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION 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

**Q1. Attempt all questions in brief :**

1. Man-made Fibre
2. Apparel
3. Fashion Merchandizing
4. Label
5. Natural fibers
6. Retail store
7. Fur
8. International fashion market
9. Advertising
10. Seller

### SECTION-B

- Q2. What is a buying office and its types?
- Q3. What are qualities of a good vendor?
- Q4. What is range planning? Give suitable examples.
- Q5. What is personal selling?
- Q6. Discuss the essentials for a good merchandise presentation in a retail store.

### SECTION-C

- Q7. Discuss the status of domestic fashion market for apparel and accessories for women.
- Q8. What are store level and corporate level merchandising functions? Elaborate.
- Q9. What do you know about history and development of merchandising of leather fibres and textiles?