

**Total No. of Questions : 07**

**M.Sc.(Fashion Marketing Management) (2015 to 2017) (Sem.-2)**

## GLOBAL SOURCING

**Subject Code : MScFMM-204**

**Paper ID : [A2592]**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A is COMPULSORY** consisting of **TEN** 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. Attempt any **FOUR** questions, **ONE** from each Sub-section and fourth from any sub-section.

## SECTION-A

**Q1. Write short notes on the following :**

- a) Pret-a-porter
- b) Haute Couture
- c) Designer luxuries
- d) Classic
- e) Fashion
- f) Delivery time
- g) Design
- h) Value added styling
- i) Up market
- j) Ready to wear

## SECTION-B

### UNIT-I

- Q2. Describe the significance of global sourcing of the UN convention on contracts for the international sale of goods.
- Q3. Throw some light on the legal aspects of global sourcing.

### UNIT-II

- Q4. Give a detailed explanation of sourcing of knitted fabrics in terms of :
- a) Characteristics and quality parameters
  - b) Costing
  - c) Setting lead time
- Q5. Compare the following markets on parameters like quality, production facility, lead times and costs.

European Union versus East Europe.

### UNIT-III

- Q6. Discuss the market characteristics of South America.
- Q7. What is the selection criteria and evaluation criteria of vendors for vendor management?