

**Total No. of Questions : 07**

**M.Sc.(Garment Manufacturing Technology) (2015 to 2017) (Sem.-3)**

## APPAREL MARKETING AND MERCHANDISING

**Subject Code : MSc.GMT-305**

**Paper ID : [A3177]**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A is COMPULSORY carrying TWENTY marks.
2. Attempt ANY FOUR questions from section-B.

## SECTION-A

**Q1. Answer briefly :**

- a) Name some materials for packaging in the apparel industry.
- b) What does a buying calendar indicate?
- c) What is the buyer black box?
- d) Define fashion advertising.
- e) What is product development?
- f) What is marketing mix?
- g) Explain positioning.
- h) What is the Fashion List Cycle?
- i) What is the main role of a merchandiser?
- j) Define Branding.

## SECTION-B

- Q2. Write a note on resident buying offices and their role and types.
- Q3. Retail Fashion Promotion is indispensable. Explain.
- Q4. Explain the packaging principles and materials used for the same.
- Q5. Write a detailed note on the types of retail operations.
- Q6. Give a detailed account on consumer markets and buyer behavior.
- Q7. Does the digital marketing play a significant role in fashion promotion? Elaborate.