

Roll No.

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[2037]

B.Sc. (FT) (Semester - 6th)

FASHION MERCHANDISING (B.Sc. (FT) - 601)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Attempt any Five questions.
- 2) All questions carry equal marks.

Q1) Discuss various steps involved in garment manufacturing, its design and marketing.

Q2) (a) Define merchandising. What should be the qualities of a merchandiser?
(b) Discuss the role and responsibilities of the fashion merchandiser.

Q3) (a) Differentiate between fashion and fad.
(b) What is product mix? Discuss the process of product selection and its placement.

Q4) What do you understand by trend prediction? How fashion forecasting is done.

Q5) What is the role of distribution channels? Discuss the steps involved in designing a distribution channel system.

Q6) What is retailing? Discuss different types of fashion retail stores and their strategies. How the fashion retailing is expected to change in future.

Q7) (a) What are the important things about the consumer which need to be decided. Discuss the factors affecting the consumer behaviour.
(b) Discuss the responsibilities of a retail customer.

