

Roll No.

Total No. of Questions : 07]

[Total No. of Pages : 01

J-3279[S-1135]

[2037]

B.Sc. (FT) (Semester - 5th)

FASHION INDUSTRY (B.Sc. (FT) - 501)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

Attempt any **five** questions.

(5 × 15 = 75)

Q1) What are fashion industry and related services? Write in details?

Q2) Define fashion marketing concept? What is its importance? Explain by taking a suitable example?

Q3) What is the role of a sketcher in fashion Industry? What are the required qualities?

Q4) Define merchandising ? Write in steps about the organizing of a fashion item?

Q5) Define Production Merchandiser? What should be the qualities of an efficient production merchandiser?

Q6) Define quality control? What are the different stages of quality control in industry?

Q7) Who is a stylist? Differentiate with respect to a designer? What are the work responsibilities of a designer?

□□□