

M-34/2110

Fashion Marketing and Merchandising

10478/N

Semester-III

Time Allowed: 3 Hrs.

Max. Marks: 74

Note: Candidates are required to attempt two questions each from section A and section B carrying 11 marks each and the entire section C having 10 short answer type questions carrying 3 marks each.

SECTION - A

1. Define Fashion marketing. Discuss various ethical issues related to fashion marketing.
2. Differentiate and describe the macro and micro factors which affect the marketing environment of a company
3. What do you understand by product mix? Explain its variables.
4. What is a Distribution Channel? What factors should be taken into account in choosing the best distribution channel?

SECTION - B

5. Write about the role and responsibilities of merchandiser.
6. Discuss line development process in apparel industry in detail.
7. What is sourcing? Explain various sourcing strategies' in apparel sector.
8. Write about elements and functions of visual merchandising in detail.

SECTION - C

9. Write short notes on the following:
 - a. Development of fashion market
 - b. Importance of Market plan
 - c. Pricing Strategies
 - d. Sales promotion
 - e. Direct marketing
 - f. Logistic decisions
 - g. Design Studios
 - h. Customer-vendor relationship
 - i. Display Props
 - j. Marketing calendar