

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) Floral, Signage and Graphics
  - (b) Apparel retail Merchandiser
  - (c) Costing
  - (d) Product development and adoption
  - (e) Direct marketing
  - (f) Logistic decisions
  - (g) Design Studios
  - (h) Customer-vendor relationship
  - (i) Marketing Mix
  - (j) Micro Marketing

**Roll No.** .....

**Total No. of Pages : 2**

**PC 13231-N**

**M-7/2111**

**FASHION MARKETING AND MERCHANDISING-I**  
**Semester- III**

Time Allowed : Three Hours]

[Maximum Marks : 74

**Note :-** The 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 the concept of Fashion marketing. Discuss fashion marketing process in detail.
2. Write an explanatory note on fashion marketing plan.
3. What do you understand by Marketing Research? Explain marketing research process in detail.
4. What is a Distribution Channel? What factors should be taken into account in choosing the best distribution channel?

**SECTION—B**

5. Define the terms fashion forecasters and marketing planning. Enlist the points to be kept in mind while creating a marketing plan.
6. What is pricing? Discuss various pricing strategies in detail.