

2316

25

Class – BA Sem. II

Subject – Fashion Designing & Garment  
Construction

Paper- Theory

Time Allowed : 3 Hours

Maximum Marks : 40

Attempt any 5 questions.

Each question carries 8 marks.

1. Write down structure of fashion market.
2. Explain the role of advertising and fashion shows in promoting Fashion.
3. Define Visual Merchandising. Write down elements and advantages of visual merchandising.
4. What is Fashion Merchandising? Identify and explain the 4P's of marketing. Discuss the sequence adopted in fashion merchandising.
5. What is fashion forecasting? How does it help fashion industry? Write down its types.
6. How does publicity help in promoting fashion?
7. In retail distribution discuss the role of Departmental store, speciality store and chain store .

8. Write notes on :-

- (i) Catalogue retail
- (ii) Boutique
- (iii) Franchise retail store.

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