

Exam. Code : 103202

Subject Code : 1058

B.A./B.Sc. Semester—II

**FASHION DESIGNING AND GARMENT
CONSTRUCTION**

(Fashion Designing—II)

Time Allowed—3 Hours]

[Maximum Marks—40

Note:— Attempt any **FIVE** questions in all. All questions carry equal marks.

1. Write about the various measurement and indicators used in fashion forecasting.
2. Discuss the different sources available which inspires the designer to create a fashion.
3. Explain the basic size and structure of the fashion market.
4. Explain the need of visual merchandising in the fashion marketing.
5. Discuss the importance of publicity in the promotion of fashion.
6. Give a comparison between :
 - (a) Factory outlet and franchise retail store
 - (b) Departmental store and speciality store.
7. Discuss the essential awareness factors required for fashion forecasting.
8. Briefly discuss the various channels for fashion distribution.