

Exam. Code : 103202

Subject Code: 1079

B.A./B.Sc. 2nd Semester

**FASHION DESIGNING & 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 measurement and indicators that are used in fashion forecasting.
2. What is sales promotion ? Discuss the role of fashion shows in the fashion World.
3. Explain how visual merchandising is different from fashion merchandising ?
4. Write in detail about the structure of fashion market.
5. Elaborate the various sources of inspiration in the fashion world.
6. Define fashion merchandising. Discuss the role of fashion merchandiser in the fashion industry.
7. Explain the various distribution channels available in fashion industry.
8. Give a detailed note on the size of fashion market in the Indian economy.