

Exam. Code : 103202

Subject Code : 1057

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

**FASHION DESIGNING & GARMENT
CONSTRUCTION**

(Fashion Designing—II)

Time Allowed—Three Hours] [Maximum Marks—40

Note :—Attempt **FIVE** questions in all, selecting at least **ONE** question from each Section. The fifth question may be attempted from any Section. All questions carry equal marks.

SECTION—A

1. Define fashion forecasting and discuss the various measurements and indicators that help in fashion forecasting. 8
2. Explain the concept of fashion forecasting and different sources of inspiration which affect the forecasting of fashion. 8

SECTION—B

3. Discuss the size and structure of Indian fashion market. 8
4. 'Visual merchandising is an essential element of fashion world.' Comment. 8

SECTION—C

5. Compare the various promotional tools used in fashion industry. 8
6. 'Publicity is an important marketing tool in fashion market.' Explain. 8

SECTION—D

7. Describe the various channels for fashion distribution and explain speciality store and chain store in detail. 8
8. Write short notes on :
- (a) Departmental store
 - (b) Catalogue retail. 4×2=8