

8. Write notes on the following:
- (a) Catalogue retail
 - (b) Chain store.

Exam. Code : 103202
Subject Code: 1057

B.A./B.Sc. 2nd Semester
FASHION DESIGNING & GARMENT
CONSTRUCTION(Fashion Designing-II)

Time Allowed—2 Hours] [Maximum Marks—40

Note :— There are **eight** questions for equal marks. Candidate are required to attempt any **four** questions.

1. Discuss the concept of fashion forecasting. Briefly explain the various measurements and indicators used for fashion forecasting.
2. Define inspiration. What are the main sources of inspiration in fashion ?
3. Discuss the size and structure of the fashion market.
4. Define merchandising. Discuss the concept of fashion merchandising.
5. Define Publicity. Discuss its role and types in the fashion market.
6. Define Sales Promotion. What are the different types of advertising popular in fashion industry ?
7. Give a comparison between franchise retail store and designer retail store.