

2316

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Class -- B.D. (Fashion) 6<sup>th</sup> Sem.

Subject -- Technical Theory

Paper -- Theory

Time Allowed : 3 Hours

Maximum Marks : 100

Note:- Attempt any 5 questions

1. What do you understand by VISUAL MERCHANDISING ?
2. Write about role and responsibilities of fashion merchandiser ?
3. Write about PLANNING CYCLE.
4. Write about FASHION FORECASTING.
5. Write about DISTRIBUTION MIX.
6. Write about DISTRIBUTION CHANNELS from producer to ultimate consumer.
7. Write about role and responsibilities of Retail Fashion Buyer.

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