

Exam. Code : 106006

Subject Code : 1655

BOD (Fashion Design) Semester—VI

TECHNICAL THEORY

Paper—IV

Time Allowed—3 Hours] [Maximum Marks—100

Note :— (1) Attempt any FIVE questions.

(2) All questions carry equal marks.

1. What is Fashion Merchandising ? Explain Merchandise planning.
2. Discuss the role and responsibilities of a Fashion Merchandiser.
3. What is Visual Merchandising ? Which points should be considered while planning a display ?
4. What is Fashion Forecasting ? What are the sources of Fashion Forecasting information ?
5. Give an overview of Garment Industry in respect to Design, Production and Marketing.
6. Explain product mix in detail.
7. Discuss the difference between store retailing and non-store retailing.
8. Explain the following :
 - (i) Fashion calendar
 - (ii) Buying strategy.