

Exam. Code : 106006
Subject Code : 1648

Bachelor of Design (Fashion Design) Semester—VI
TECHNICAL THEORY
Paper—IV

Time Allowed—3 Hours] [Maximum Marks—50

Note :—(1) Attempt any **FIVE** questions.

(2) All questions carry equal marks.

1. Discuss the concept of Fashion Merchandising at the retail level in detail.
2. Explain the structure of Garment industry along with its components.
3. Discuss the role and qualifications of the Fashion Merchandiser.
4. What do you understand by Visual Merchandising ? Explain the elements of Visual Merchandising.
5. What is the role of Buyer in the clothing industry ? Discuss Buying strategy.

6. What is Fashion Forecasting ? Explain the sources of Fashion Trends.
7. What do you understand by distribution mix ? What are distribution channels ?
8. Explain the following :
 - (i) Retailing
 - (ii) Garment Costing.