

Exam. Code : 106006

Subject Code : 1683

Bachelor of Design 6th Semester (Fashion Design)

TECHNICAL THEORY

Paper—IV

Time Allowed—Three Hours] [Maximum Marks—50

Note :— Attempt any FIVE questions in all. All questions carry equal marks.

1. Discuss the various activities that are involved in fashion merchandising.
2. 'Visual merchandising plays an important role in the fashion market.' Explain.
3. Define fashion forecasting. Discuss how the various trends are predicted in fashion.
4. Define the following :
 - (a) Buying calender
 - (b) Merchandise planner.

5. Discuss the different distribution channels used to market the products.
6. Write down the essential qualities and responsibilities of the fashion merchandiser.
7. Elaborate the importance of product selection and mix.
8. Explain the concept of range planning and range building.