

Exam. Code : 106006

Subject Code : 1495

**Bachelor of Design 6th Semester (Fashion and Textile
Design)**

TECHNICAL THEORY

Paper—IV

Time Allowed—Three Hours] [Maximum Marks—75

Note :—Attempt any five questions. All questions carry equal marks.

1. Define merchandising and give an overview of the garment industry. 15
2. 'Visual merchandising plays an important role in the fashion industry'. Comment. 15
3. Write notes on the following :—
 - (a) Product Mix.
 - (b) Distribution Mix.
 - (c) Fashion calendar. 5×3=15
4. Define fashion retailing and give a comparison between store retailing and non-store retailing. 15
5. Elaborate the need and process of customer identification. 15

6. Discuss the role and responsibility of the retail fashion buyer. 15
7. Give detailed note on range planning and range building. 15
8. Discuss the various post treatments required to improve the fabric performance. 15