

**Bachelor of Design - 6th Sem. (Fashion & Textile Designing)**

**(2721)**

**Paper-IV: Technical Theory**

**Time Allowed: 2 hrs.**

**Max. Marks: 75**

**Note: There are EIGHT questions of equal marks. Candidates are required to attempt any FOUR questions.**

Section-A

Q.No.1 Explain the steps involved in range designing, production and marketing of fashion merchandising.

Q.No.2 What are the activities of product selection and distribution mix?

Section-B

Q.No.3 Explain the role and responsibilities of fashion merchandiser.

Q.No.4 How different methods of visual merchandising help in retailing.

Section-C

Q.No.5 Differentiate between non-store retailing and store retailing. Give their advantages.

Q.No.6 Give buying strategy that should be opted by the consumer.

Section-D

Q.No.7 Explain the steps involved in post-treatment of printed fabrics.

Q.No.8 How the fastness to light, washing and crouching is checked in printed fabrics.

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