

Exam. Code : 110606

Subject Code : 2953

**Bachelor of Vocation (Fashion Technology) 6th Semester
FASHION MERCHANDISING**

Paper—VI

Time Allowed—3 Hours]

[Maximum Marks—70

Note :— Attempt any **FIVE** questions. All the questions carry equal marks.

1. Describe the organisational structure and functioning of a garment industry. 14
2. Explain role and responsibilities of a merchandiser in apparel industry. 14
3. Write short notes on the following :
 - (a) Meaning of fashion merchandising 7
 - (b) Merchandise planner. 7
4. What do you mean by trend prediction ? Write a note on Sales Forecasting. 14
5. Discuss in detail about design department of a garment industry. 14
6. Explain the following :
 - (a) Pattern making in sampling department 7
 - (b) Construction of sample format. 7
7. Define Visual Merchandising. Give its various advantages. 14