

Exam. Code : 110606

Subject Code : 2783

Bachelor of Vocation (Fashion Technology)

6th Semester

FASHION MERCHANDISING

Paper—VI

Time Allowed—2 Hours] [Maximum Marks—70

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

- I. Define the role of Merchandiser. Explain the responsibilities of Fashion Merchandiser.
- II. Write the importance of Visual Merchandiser.
- III. Explain the production and marketing process in the garment industry.
- IV. What are the different activities involved in Fashion Merchandising ?
- V. Explain the process involved in Trend Prediction.
- VI. How does the design department work in the garment industry ?
- VII. Discuss the various steps undertaken in Sampling department.
- VIII. Write in detail :
 - (a) Planning cycle
 - (b) Merchandise planner.