

6. Explain the following :
 - (a) Retailing format
 - (b) International retail stores.
7. Write a detailed note on store and non store retailing.
8.
 - (a) Mass Merchant
 - (b) Speciality Store.

Exam. Code : 110606

Subject Code : 2789

Bachelor of Vocation (Fashion Technology)

6th Semester

FASHION MERCHANDISING AND RETAILING

Paper - V

Time Allowed—2 Hours]

[Maximum Marks—50

Note :—There are **Eight** questions of equal marks.

Candidates are required to attempt any **Four** questions.

1. Define fashion merchandising. Discuss qualities and responsibilities of fashion merchandiser.
2. What do you mean by trend prediction ? Give a detailed account of sales forecasting.
3. Write note on following :
 - (a) Grading and sampling
 - (b) Construction of sample format.
4. What is visual merchandising ? Give its various advantages.
5. What is retailing ? Discuss the role and responsibility of retail fashion buyer.