

Sr.No.10194

**Exam Code: 110606
Subject Code : 2695**

**Bachelor of Vocation (Fashion Technology) - 6th Semester
(2522)**

Paper-V : Fashion Merchandising and Retailing

Time allowed: 3 hrs.

Max. Marks: 50

Note: Section A,B,C and D consisting of two questions each .Students have to attempt any 5 question selecting at least one question from each section. Fifth question may be attempted from any section.

Section -A

1. Define fashion merchandising. Discuss various activities involved in it.(10)
2. What do you mean by trend prediction ?Give a detailed account of colour forecasting.(10)

Section-B

3. Write note on following:

(a) role of of designing and collection planning in garment industry

(b) construction of sample format(5,5)

4. What is visual merchandising. Give its various advantages.(10)

Section -C

5. Define retailing. Discuss the role and responsibility of retail fashion buyer.(10)

6. Explain following:

(a) different fashion retail store chains

(b) Indian retail stores(5,5)

Section -D

7. Write a detailed note on various store operations. (10)

8.(a) Mass Merchant

(b)Departmental Store(5,5)

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