

Class – M.Sc (FD) II – Sem
Subject – Fashion Merchandising &
Marketing

Paper– P-V

Time Allowed : 3 Hours

Maximum Marks : 100

Note:- Attempt five questions in all, selecting one question from each unit. All questions carry equal marks. (20 marks each)

UNIT-I

1. (a) Define the following terms : $2 \times 5 = 10$
Fashion, Taste, Boutique, Style, Trend
 $5 \times 2 = 10$
- (b) Differentiate between
High Fashion & Mass fashion, Classic and Fad
2. Explain the different theories of Fashion Adoption. 20

UNIT-II

3. What is Fashion Business? Explain various forms of business organizations. 20
4. What is Fashion merchandising? Explain the responsibilities of merchandiser. 20

UNIT-III

5. What is Marketing environment? Explain with context to Fashion market and its structure. 20
6. Briefly explain the following :-

(1) Fashion markets of the World

(2) Mass production 10 × 2 = 20

UNIT-IV

7. What are the various sales promotion techniques?
Write the role of advertising in Fashion Market. 20

3 Write short notes on

(a) Fashion Show

(b) Fashion Photography 10 × 2

UNIT-V

9. Write about the changing scenario of fashion in India. 20

10. Explain the various stages of fashion cycle with suitable Illustrations. 20

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