

Exam. Code : 217502

Subject Code : 4773

**M.Sc. Fashion Designing and Merchandising**  
**Semester—II**

**FASHION MERCHANDISING AND MARKETING**

**Paper—V**

Time Allowed—3 Hours] [Maximum Marks—100

**Note :—** (1) Attempt **ONE** question from each unit. In total **FIVE** questions only.

(2) All questions carry **20** marks each.

(3) Supplement your answer with examples or make diagrams etc. if possible.

**UNIT—I**

1. Briefly explain any **FIVE** terms :

(a) Apparel

(b) High Fashion

(c) Couturier

(d) Couture

(e) Silhouette

(f) Style.

2. (a) What do you understand from the length of fashion cycle ?
- (b) Give in detail the factors which influence the Fashion movement.

### UNIT—II

3. Is Fashion business a right career ? Describe the advantages and disadvantages of component parts of fashion in which the business may give good return.
4. What is fashion merchandising ? Explain the role and responsibilities of Merchandiser.

### UNIT—III

5. What is the nature and scope of fashion marketing process ? Discuss the speciality and drawbacks of fashion market in New Delhi.
6. Explain the factors which have influenced the behaviour of consumers and consumer markets. Also write the methodology best suitable for market research.

### UNIT—IV

7. Why the fashion trends are analysed ? What are the key elements of a Merchandise Planning System ?
8. What objectives are studied in the market research of range development ? Write notes on the line plan, colour plan, styling direction and fabric selection.

UNIT—V

9. (a) Why fashion goods are put on sale ?  
(b) Explain the sale promotion techniques and sale promotional stores for fashion items.
10. (a) How publicity differs from advertising ?  
(b) What methods are used to gain publicity for new products in fashion merchandising ?