

Exam. Code : 217502

Subject Code : 4970

M.Sc. (Fashion Design and Merchandising) 2nd Semester
FASHION MERCHANDISING AND MARKETING
Paper—V

Time Allowed—Three Hours] [Maximum Marks—100

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. (i) Define any **FIVE** out of the following :—
 - (a) Fashion Forecasting
 - (b) Fad and Classic
 - (c) High fashion and Mass fashion
 - (d) Length of fashion cycle
 - (e) Merchandise planning
 - (f) Trend analysis
 - (g) Broken fashion cycle. 2×5=10
- (ii) What do you understand by Fashion cycle ? Discuss various stages of fashion cycle with help of suitable diagram. 10
2. (i) Discuss different fashion adoption theories in detail. 10
- (ii) Define Fashion forecasting. Explain how trend analysis and merchandise planning are related to each other. 10

SECTION—B

3. (i) Define Marketing research and its importance in Fashion industry. 10
(ii) Discuss the steps involved in product and range development. 10
4. What do you understand by 'Fashion Merchandising'? Discuss the functions performed by a Fashion Merchandiser in detail. 20

SECTION—C

5. Write briefly about the following :—
(a) Fashion Markets of World
(b) Strategic Planning in Markets. $2 \times 10 = 20$
6. What are different types of Marketing Environment? Discuss the factors that affect the marketing environment of any company. 20

SECTION—D

7. What are various Sales Promotion Techniques? Discuss the role of advertising in Fashion Marketing. 20
8. Write short notes on :—
(a) Fashion Shows
(b) Promotional Stores
(c) Publicity
(d) Design Studios. $4 \times 5 = 20$