

5. Briefly explain the following :—
- (a) Fashion markets of world
 - (b) Strategic planning in markets.
6. (a) What are different types of marketing environment ?
- (b) Discuss the factors that affect the marketing environment of any company.
7. (a) Write in detail about various sales promotion techniques.
- (b) Discuss the role of advertising in fashion marketing.
8. Write short notes on following :—
- (a) Fashion shows
 - (b) Promotional stores
 - (c) Publicity
 - (d) Design studio.

Exam. Code : 217502
Subject Code : 5596

M.Sc. (Fashion Designing and Merchandising)

2nd Semester

FASHION MERCHANDISING AND MARKETING

Paper—V

Time Allowed—2 Hours] [Maximum Marks—100

Note :— There are *eight* questions of equal marks.
Candidates are required to attempt any
four questions.

1. What do you understand by fashion cycle ? Discuss various stages of fashion cycle with suitable diagrams.
2. (a) Discuss different fashion adoption theories in detail.
(b) Explain broken fashion cycle.
3. Discuss the scope of fashion business in today's competitive scenario. Explain different fashion business organisations.
4. What is fashion merchandising ? Discuss role and responsibilities of fashion merchandiser.