

Exam. Code : 217502  
Subject Code : 5533

M.Sc. (Fashion Designing and Merchandising)

2<sup>nd</sup> Semester (Batch 2021-23)

FASHION MERCHANDISING AND MARKETING

Paper-V

Time Allowed—3 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. (a) Discuss different fashion adoption theories in detail. 12  
(b) Explain broken fashion cycle. 8
2. Define the term forecasting and give a detail account of trend forecasting and auxiliary services in apparel industries. 20

**SECTION—B**

3. (a) Discuss range development of an export house on the basis of fashion calendar. 10  
(b) Explain importance of planning colour stories and fabric selection in range development. 10

4. (a) Define fashion merchandising. What are the various steps involved in fashion merchandising ? 12  
(b) Write role and responsibilities of fashion merchandiser. 8

#### SECTION—C

5. (a) Explain nature and scope of marketing. 8  
(b) Discuss the factors that affect the marketing environment for any company. 12
6. What do you mean by domestic fashion markets ? Write a note on fashion markets in India. 20

#### SECTION—D

7. Discuss the role of advertising and fashion shows in fashion promotion. 20
8. Write notes on :
- (a) Types of advertising
  - (b) Design studio
  - (c) Fashion shows
  - (d) Publicity. 4×5=20