



SN – 440

V Semester B.Sc. (FAD) Examination, November/December 2017
(CBCS) (2016 – 17 & Onwards)

(F+R)

Fashion & Apparel Design

Paper – 14 FAD 501 : FASHION RETAIL MARKETING & MERCHANDISING

Time : 3 Hours

Max. Marks : 100

- Instructions :** i) Answer **all** the questions.
ii) Write question number legibly.

SECTION – A

I. Answer **all** the questions.

(15×2=30)

- 1) Define Brand. Give example.
- 2) Who is a Merchandiser ?
- 3) Expand :
 - a) CRM
 - b) VM
- 4) Define product line.
- 5) What is a counter sample ?
- 6) List 4 P's of marketing.
- 7) Define knock-off.
- 8) What is an Awning ?
- 9) Define publicity.
- 10) What is Proscenia ? Mention its use.
- 11) Expand POP and POS.
- 12) List any 4 types of light used in window.
- 13) Define :
 - a) fashion
 - b) trend.
- 14) Define market week.
- 15) What is JIT ?

P.T.O.



SECTION – B

II. Answer **any five** of the following :

(5×6=30)

16) Explain :

a) Brand building

b) Image building.

17) Illustrate any 3 types of fixtures and explain.

18) List the responsibilities of Merchandiser.

19) Define Masking. Explain the technique.

20) Write a note on concepts of apparel product line.

21) Write a note on role of research in retailing.

22) Write a note on complaint management.

SECTION – C

III. Answer **any five** of the followings :

(5×8=40)

23) Define CRM. What are ways to measure it ?

24) Explain in detail the store based retailing techniques.

25) "QR and Trend Analysis in retailing" – Explain.

26) Write a note on types of window display.

27) Explain the steps in store management.

28) Plan and sketch a layout and window display for a kid's wear boutique. Give reasons.

29) Define Mannequin. List the types and explain 3D dressing.

30) Explain the role of trade show, fashion show and exhibition in fashion promotion.