

14) Define market week.

15) What is JIT?

V Semester B.Sc. (FAD) Examination, November/December 2017 (CBCS) (2016 - 17 & Onwards) II. Answer any five of the following: (R+R)

Fashion & Apparel Design Paper – 14 FAD 501 : FASHION RETAIL MARKETING & MERCHANDISING		
Time: 3 Hours pnibliud Max. Mark		
Instructions: i) Answer all the questions. ii) Write question number legibly.		
	Define Masking. Explain the technique. Write a note on concepts of A – NOITO38 of lines.	
I. Ans	wer all the questions. ' phillips in retailing the questions. ' phillips in retailing the questions.	5×2=30)
1)	Define Brand. Give example. In the maps and this igmoor no ston a star.	22)
	Who is a Merchandiser? Expand:	
(5×8=40)	a) CRM : swer any five of the followings :	nA .III
	Define CRM: What are ways to measure it?	23)
4)	Explain in detail the store based retailing technique, anil toubons and product line.	
5)	What is a counter sample ? ox3 - "gnillister ni alaylan AbnerT bns AQ"	
6)	List 4 P's of marketing. vslqab wobniw to aequt no eton a ethW	26)
7)	Define knock-off. Inemeganam erota ni aqeta erit nisiqx3	
	What is an Awning? To Valgelb wobriew bits troops a notate bits nal? 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	
1	b) trend.	



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II. Answer any five of the following:

 $(5 \times 6 = 30)$

- 16) Explain:
 - a) Brand building
- b) Image building.
 - 17) Illustrate any 3 types of fixtures and explain.
 - 18) List the responsibilities of Merchandiser. notice up of the control of the co
 - 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:

M90 (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 amea tempoon at start (a
- 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.