

Q.23 How export merchandising can generate foreign currency and aid in the growth of a country's economy?

Q.24 "Merchandising is the heart of an export house" in light of this statement explain the following :

- a) Roles & Responsibilities of a merchandiser
- b) Working of merchandising department

Q.25 Write short note on any two:

- a) Importance of Tech-pack
- b) Difference between staple goods and unsought goods
- c) How fashion marketing improves sales?

(200)

(4)

223151

No. of Printed Pages : 4
Roll No.

223151

5th Sem / Fashion Design

Subject : Fashion Merchandising

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

Q.1 Which type of retailing is time efficient?

- a) E-retailing
- b) Fashion retailing
- c) Bulk retailing
- d) Stock retailing

Q.2 Any paid message in media to improve sales is _____.

- a) Buying
- b) Shopping
- c) Advertisement
- d) Interview

Q.3 _____ is the process of market & trend research, merchandising, design and development of the final product

- a) Product development
- b) Research
- c) Forecasting
- d) Marketing

(1)

223151

Q.4 _____ is a assessment of market segment option, the competition, the marketing environment and major trends

- a) Market analysis b) Market rating
- c) Forecasting d) Valuations

Q.5 _____ is anything that can be offered in the market place that might satisfy a need.

- a) Design b) Product
- c) Offer d) Discount

Q.6 Fashion acceptance or rejection is determined by _____

- a) Intermediary b) Merchandiser
- c) Consumer d) Supplier

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 Cost sheet
- Q.8 One demerit of stock out
- Q.9 Write one scope of merchandising
- Q.10 Four p's of product mix
- Q.11 Name the department that gets approval from buying house.

Q.12 List one advantage of market research.

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 What is cost sheet and how it is prepared?
- Q.14 Define the concept of fashion merchandising.
- Q.15 What are the skills required in a merchandiser.
- Q.16 Discuss the importance of E-retailing in modern market.
- Q.17 What is the scope of merchandising in coming years?
- Q.18 Discuss the various type of production samples.
- Q.19 Explain the working of buying house.
- Q.20 Mention the challenges faced during fashion marketing.
- Q.21 Write the steps involved in product development.
- Q.22 Throw light on the concept of Export merchandising.

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x8=16)