

Total No. of Sheets used Total No. of Questions.....
 Subject Law-III Paper..... P-1
 Title of the Paper Fashion Marketing & Merchandising
 Time allowed 03 hrs Maximum Marks 74 Minimum Pass Marks

Note : The candidates are required to attempt two questions each from Section A & B Section C will be compulsory

SECTION - A

- Q.1 Define Fashion Marketing. Describe its nature and scope. 11
- Q.2 Write in detail about the structure of fashion market. 11
- Q.3 What are the various marketing strategies and fashion marketing plan? Describe. 11
- Q.4 Write about the following :- 15 1/2
- (a) Product line
 - (b) Logistics Decisions

SECTION - B

- Q.5 Explain role and responsibilities of a merchandiser. 11
- Q.6 What are the objectives and elements of line development? Write them. 11
- Q.7 How and why sourcing strategies are important in merchandising? Write in detail. 11
- Q.8 Describe the elements and functions of visual merchandising. 11

SECTION - C

Q-9

Write in short :-

- (a) Fashion Merchandising
- (b) Size of Fashion Market
- (c) Marketing Research
- (d) Pricing
- (e) Public Relation
- (f) Advertising
- (g) Costing
- (h) Design Specification Sheet
- (i) Store Exterior
- (j) Design Studios

10x3
=30

7531/N