

**Exam. Code : 111206**

**Subject Code : 4562**

**Bachelor of Vocation (Textile Design & Apparel  
Technology) 6<sup>th</sup> Semester**

**FASHION MERCHANDISING**

**Paper—I**

Time Allowed—3 Hours]

[Maximum Marks—100

**Note :—** Attempt any **FIVE** questions out of **EIGHT** questions.

Each question will carry **20** marks. **First** question is compulsory.

1. Define :
  - (a) Exhibition
  - (b) Merchandising
  - (c) Display
  - (d) Sale
  - (e) Personal/Direct Selling.
2. Define Sales Promotion Techniques. Write the role of advertising in fashion marketing.
3. Explain backward costing and discuss its importance in selling merchandising.
4. (a) Why are fashion goods put on sale ?  
(b) Explain the sales promotion techniques and sales for fashion items.

5. (a) How publicity differs from advertising ?  
(b) What methods are used to gain publicity for new products in fashion merchandising ?
6. What is Visual Merchandising ? What is the role of Visual Merchandiser in Retailing ? What points should be considered while doing Visual Merchandising for a retail store ?
7. Write the role of buyer and how the customer can be identified in fashion market.
8. Define Fashion Merchandising and write the responsibilities of a merchandiser.