

Exam. Code : 217502

Subject Code : 6220

M.Sc. Fashion Design & Merchandising 2<sup>nd</sup> Semester

**FASHION MERCHANDISING & MARKETING**

**Paper—V**

Time Allowed—Three Hours] [Maximum Marks—100

**Note** :— Attempt *five* questions in all, selecting *one* question from each unit. All questions carry equal marks (20 marks each).

**UNIT—I**

1. Discuss different stages of Fashion Cycle. Why it is important for designers and merchandisers to understand fashion cycles ? 20

2. (a) Write short notes on :

(i) Theories of Fashion Adoption

(ii) Accelerating and Retarding factors affecting Fashion Cycle. 5×2=10

(b) Define the following terms :

(i) Classic and Fad

(ii) Boutique and Couture

(iii) High Fashion and Mass Fashion

(iv) Fashion

(v) Silhouette. 2×5=10



## UNIT—II

3. What is Fashion Business ? Discuss various forms of Business Organisations. 20
4. What do you understand by Fashion Merchandising ? Explain in detail the role and responsibility of a Merchandiser. 20

## UNIT—III

5. Define Market Research. Discuss its importance in Fashion Industry. 20
6. Write short notes on :
  - (i) Marketing Environment
  - (ii) International and Domestic Fashion Markets.  $10 \times 2 = 20$

## UNIT—IV

7. (a) What is Merchandise Plan ? Discuss its significance in Fashion Industry. 10  
(b) Write a note on Fashion Forecasting. 10
8. Explain in detail the process of Product Development. What is the significance of market research in developing a new product ? 20

## UNIT—V

9. Discuss different sales promotion techniques. What is the role of advertising in fashion marketing ? 20
10. Write short notes on :
  - (a) Fashion Shows
  - (b) Fashion Photography.  $10 \times 2 = 20$