

**Exam. Code : 217504**

**Subject Code : 6241**

**M.Sc. Fashion Design & Merchandising 4<sup>th</sup> Semester**

**FASHION MERCHANDISING & RETAILING**

**Paper—III**

**Time Allowed—Three Hours] [Maximum Marks—100**

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

**UNIT—I**

1. What do you understand by Product Line and Season ? Discuss the factors affecting Buying and Selling of Fashion Products and a buyer's role in the same.
2. List the various retail formats prevalent in the field of fashion and give suitable examples. Discuss any two retail formats in detail.

**UNIT—II**

3. How are Buying and Merchandising organized in retail chain organizations ? Discuss in context of one National and one International retail store chain.
4. What are the latest changes coming up in retail policies in view of technological advances ? Discuss with suitable examples.



### UNIT—III

5. What do you understand by Retail Advertising ? Discuss the various methods that are employed in advertising of Fashion Products.
6. Discuss the roles and responsibilities of a Visual Merchandiser. What are the basic rules to follow and tools employed in Visual Merchandising of Fashion Products ?

### UNIT—IV

7. Define Cost and Selling Price. What are the factors to be considered while calculating a suitable selling price of a product ? Explain with the help of suitable formula and examples.
8. Define the following terms :
  - (a) Operating Expenses
  - (b) Markdown
  - (c) Stock Shortages
  - (d) Overhead Expenses.

### UNIT—V

9. What do you understand by specialty trends in Retailing ? Explain the organizational structure of any one type of specialty store.
10. Differentiate between Flea Market Vendors and Off Price Retailing. What are the various discount formats available in retailing of Fashion Products ?

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**COMMUNICATION SKILLS IN ENGLISH**

**Paper—V**

**Time Allowed—Three Hours] [Maximum Marks—50**

**UNIT—I**

1. Write in detail the application of video conferencing in business management and marketing.

**OR**

Write a detailed note on advantages and disadvantages of video conferencing.

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**UNIT—II**

2. Write a note on the types and structure of report writing.

**OR**

Write a report on the Environment Day celebrated in your college by Fashion Designing Department.

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**UNIT—III**

3. Write a note on computer based means of communication : E-mails and fax and their characteristics.

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4. Write a public notice in a newspaper to warn about some persons fraudulently representing themselves as associates of MAX Health Insurance Company. 5

#### UNIT—IV

5. Write a resume for the post of a technical instructor in a fashion house along with a covering letter. 10
6. Write a job application to the MD of a Publishing House, Mumbai, for the post of marketing manager. 5

#### UNIT—V

7. Define any **five** of the following fashion terms :

- (1) Merchandise
- (2) Vogue
- (3) Art Decoprint
- (4) Beau
- (5) Psychedelic
- (6) Queen Size
- (7) Retro.

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