

Paper Code: 4314

(40)

**Master of Science (Fashion Designing and Merchandising)
Semester-IV**

Exam Code-217504

Course Code: MFDL-4231

**Master of Vocation (Textile Design and Apparel
Technology) Semester-IV**

Exam Code-218704

Course Code: MVTL-4231

Course Title: Fashion Merchandising and Retailing

Time Allowed: 3 Hours

Max Marks: 80

Attempt FIVE questions in all, selecting at least ONE question from each Section. Fifth question can be attempted from any section. Each question carries equal marks (16 marks)

Section-A

1. What is Retailing? Discuss various store and non-store retailing formats?
2. Discuss
 - a) Store operations
 - b) Store merchandise

Section-B

3. What do you know about visual merchandising? Explain different elements used in window and interior displays?
4. Give brief description of
 - a) Advertising
 - b) Publicity

Section-C

5. Define chain store? Write about any one national retail chain store?
6. Write in detail about Brands, their elements and role of Brands in Marketing?

Section-D

7. What do you know about Departmental stores and their role in retail world?
8. Define Mass Merchants? What do you know about different types of Mass Merchants?

**Exam Code: 217504
(30)**

Paper Code: 4271

**Programme: Master of Science (Fashion Designing and
Merchandising) Semester-IV**

Course Title: Communication Skills in English

Course Code: MFDM-4232

Time Allowed: 3 Hours

Max Marks: 40

**Note: Attempt one question from each section. Each
question carries 10 marks.**

Section - A

1. Explain in detail the meaning of Video Conferencing?
How it can be beneficial for us?
Or
How can we apply video conferencing in Business and
Marketing? (1x10=10)

Section B

2. Write a technical report on the air pollution in your
locality.
Or
Write a technical report on the rising cases of crime
against women in your locality. (1x10=10)

Section C

3. Write a notice for the auction of rare furniture items.

Or

Explain in detail Rag Trade, Merchandise

(1x10=10)

Section D

4. Write a resume along With job application for the post of sales executive in a reputed company.

Or

Write a resume along with job application for the post of Lecturer in Fashion Designing.

(1x10=10)