

Paper Code: 2328

Programme	Exam Code	Course Code
Master of Science (Fashion Designing and Merchandising) Semester-II	227502	MFDL-2231
Master of Vocation (Textile Design and Apparel Technology) Semester-II	218702	MVTL-2231

**Course Title: Fashion Merchandising and Marketing
(40)**

Time Allowed: 3 Hours

Max Marks: 80

Note- Attempt five question in all, choosing one question from each section and fifth question from any section. Each question carries 16 marks.

Section-I

1. What is Marketing? Explain its nature and scope. (16)
2. Write short notes on-
 - a. Marketing environment
 - b. Behaviour of the customers
 - c. Mass Production
 - d. Fashion market -Italy (4x4=16)

Section-II

3. What is Fashion business? Write its scope and explain the forms of business organization. (16)
4. Write short notes on-
 - a. Role and responsibilities of Merchandiser
 - b. Range development on the basis of Fashion calendar(2x8=16)

Section-III

5. Write short notes on-
 - a. Types of digital platforms
 - b. Trend analysis(2x8=16)
6. Write short notes on-
 - a. SWOT analysis
 - b. Digital marketing(2x8=16)

Section-IV

7. Write short notes on-
 - a. Advertising and its types
 - b. Promotional stores(2x8=16)
8. Write short notes on-
 - a. Publicity
 - b. Design studio(2x8=16)

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Master of Vocation (Textile Design and Apparel Technology)	MVTL-2232	218702

Semester: II

Course Title: Sustainable Fashion- Design for Change

Time Allowed: 3 Hours

Max Marks: 80

Note: Candidates are required to attempt five questions in all, selecting at least one question from each section. The fifth question may be attempted from any section. Each question carries 16 marks.

Section-A

1. Write a note on any five sustainable fibers.
2. What is Carbon footprint? Write any one tool for assessing the Carbon foot print.

Section-B

3. How can transeasonal and modular garment contribute towards longevity of garment?
4. Write any two best sustainable practices to be followed for laundering of garment.

Section-C

5. How does just and fair labour support local initiatives ensure fairness for employees in Apparel Industry?
6. What are the advantages and disadvantages of Fast and Slow fashion?

Section-D

7. Explain why 'multifunctional garment are trending'?
8. Name and explain work of two Fashion Designers who have contributed towards sustainable fashion.