17683

Instructions – (1) All Questions are *Compulsory.*

(2) Answer each next main Question on a new page.

(3) Illustrate your answers with neat sketches wherever necessary.

(4) Figures to the right indicate full marks.

(5) Assume suitable data, if necessary.

(6) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

Marks

1.   **Attempt any <u>TEN</u> of the following:**   **20**

a) What is fashion marketing mix ?

b) Name factors of micro and macro environment of fashion.

c) Give two examples of fashion related services ?

d) Name four market intermediaries.

e) Give examples of recurring fashions.

f) How do selling techniques differ of high fashion and traditional retailer. (State four points only)

g) Name the different stages of fashion cycle with diagram.

h) Name the different types of manufacturers and retailers. (2 each)

i) What is preproduction sample and protosample.

j) Enlist the different stages involved in planning process of marketing.

k) With example define indirect marketing.

l) Name four factors to be considered for visual merchandising.

m) What are trunk shows ?

n) Draw the diagram showing the channels of fashion distribution.

2. Attempt any FOUR of the following: **16**

a) What is fashion market research ? State the important factors to be considered.

b) Explain the three tier structure of fashion market and draw the diagram of levels of fashion.

c) Explain the different levels of fashion business.

d) Write a note on sales management.

e) Explain the terms -

    (i) Free on board

    (ii) Blanket order

f) Define LIFO and state the limitation of first in and first out method.

3. Attempt any FOUR of the following: **16**

a) Explain the role of fashion marketers.

b) How has leisure activity and role of work affected fashion market ?

c) With diagram explain consumer buying process.

d) State the difference between budget retailer and high fashion retailer.

e) Name two different types of advertising methods and explain them with example.

f) Explain the contents of a good fashion presentation of a manufacture.

Marks

4.   **Attempt any FOUR of the following:**   **16**

a) Define demographics and explain any four variables of it.

b) How does product positioning differ according to brand - Explain.

c) Explain any two retarding factors of fashion movement.

d) Explain the selling techniques used by traditional retailer.

e) What is the role of fashion buyer in retail market ?

f) Differentiate between pre-shipment and post-shipment procedure.

5.   **Attempt any FOUR of the following:**   **16**

a) Explain the role of merchandiser in an export house.

b) Explain the role of fashion predictor and name two fashion predictors.

c) Name the factors accelerating fashion movement and explain any two of them.

d) Explain the types of manufactures and their responsibility in fashion industry.

e) How do props and lights play important role in visual merchandising. Compare the H1D with flouroscent with respect to uses and atmospheric effects.

f) Explain the receipt systems in stores.

6.   **Attempt any FOUR of the following:**   **16**

a) Explain the storing practices in stores and ware houses considering a product ex-shirts and trousers.

b) State two advantages of foreign sourcing and domestic sourcing each.

c) Name elements of visual merchandising and explain mood window and promotional window.

d) What strategies are used for range development ?

e) Explain consumer identification with reference to fashion cycle.

f) Define - marketing, merchandising and distribution.

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