

17683

16172

3 Hours / 100 Marks

Seat No.

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- Instructions :**
- (1) All Questions are *compulsory*.
  - (2) Illustrate your answers with neat sketches wherever necessary.
  - (3) Figures to the right indicate full marks.
  - (4) Assume suitable data, if necessary.
  - (5) Use of Non-programmable Electronic Pocket Calculator is permissible.
  - (6) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

**Marks**

**1. Solve any FIVE of the following :**

**20**

- (a) State the importance of fashion marketing.
- (b) Write in detail about structure of fashion market.
- (c) What is 'buying cycle' ?
- (d) State the role of manufacturer in apparel merchandising.
- (e) State the key contents of good fashion promotion techniques.
- (f) What is selling ? How is it different from marketing ?
- (g) Explain the following costing techniques :
  - (i) FOB
  - (ii) DDU

**2. Solve any TWO of the following :**

**16**

- (a) What is Fashion Marketing ? Write the process of fashion marketing in detail.
- (b) How do Demographic & Psychographic factors affect environment of fashion ?
- (c) Enlist and explain factors influencing the movement of fashion.

- 3. Solve any TWO of the following :** **16**
- (a) How does fashion spread to customers ? Give the scope of fashion business.
  - (b) State planning process and it's objectives in detail.
  - (c) State the factors to be considered in visual merchandising.
- 4. Solve any TWO of the following :** **16**
- (a) Explain the following in detail :
    - (i) Pre-shipment procedure
    - (ii) Post-shipment procedure
  - (b) State various inventory control techniques. Explain its relevance to stock planning.
  - (c) What is fashion promotion and fashion distribution ?
- 5. Solve any TWO of the following :** **16**
- (a) How do economical and technological developments affect environment of fashion ?
  - (b) What is fashion cycle ? Give the various stages of fashion cycle with diagram.
  - (c) Enlist and explain kinds of manufacturers.
- 6. Solve any TWO of the following :** **16**
- (a) Explain the following terms :
    - (i) Peak in fashion cycle
    - (ii) Reverse calender
    - (iii) Shortage
    - (iv) Overage
  - (b) Explain the following in detail :
    - (i) Ansoff's marketing mix
    - (ii) Range Development
  - (c) Explain in detail direct and indirect techniques of marketing.
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