315385

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

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

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

(4) Figures to the right indicate full marks.

(5) Assume suitable data, if necessary.

(6) Use of Non-programmable Electronic Pocket Calculator is permissible.

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

Marks

1.   **Attempt any FIVE of the following:**   **10**

a) Define 'Market Segmentation'.

b) Define advertising.

c) Give Ansoff's marketing mix.

d) Define 'Visual merchandising'.

e) Enlist any four point of sale display components.

f) Name any two scents for relaxing and calm experience in apparel store.

g) Name any four inventory control techniques.

Marks

2. **Attempt any THREE of the following:** 12

    a) Prepare merchandiser's calender using following data :

        i) Style No. 2442

        ii) Style - Men's H/s shirt.

        iii) Total Quantity - 10,000 pcs.

        iv) P. O. received - 9th September

        v) Delivery Dt. - 15th October.

    b) Analyse the consumer buying behaviour process in context of response to stimuli.

    c) Explain diversification and product development marketing strategies.

    d) Write the advantages of preparing time and action calender.

3. **Attempt any THREE of the following:** 12

    a) Discuss the types of demographics with one example each.

    b) State the significance of specification sheet to each party in apparel sector.

    c) Explain any four types of mannequinns.

    d) Design a free flow pattern apparel store layout.

4. **Attempt any THREE of the following:** 12

    a) Explain the steps of vendor selection in fashion buying.

    b) Give structure and contents of Tech-Pack.

    c) Prepare an operation bulletin for Bermuda using following data:–

        i) Target quantity/day = 800.

        ii) Available minutes/day = 480

        iii) Total SMV = 15 min.

    d) Design a window display for Jean's Jacket promotion.

    e) List the steps in ABC analysis.

Marks

5. **Attempt any TWO of the following:** 12

   a) Explain the steps in fashion marketing process.

   b) Explain the effect of technological, cultural and legal factors on fashion product environment.

   c) Suggest any six selling techniques for retailer.

6. **Attempt any TWO of the following:** 12

   a) Analyse the role of fashion merchandiser in export industry.

   b) Compare LIFO with FIFO.

   c) Calculate EQQ, yearly no. of orders and ordering frequency using following data :–

      i) Monthly consumption of button packets – 250.

      ii) Re-order cost - Rs. 60/- per order.

      iii) Holding cost of inventory - Rs. 10/- per year.

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