# 22667

*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) 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 <u>FIVE</u> of the following:**     **10**

a)   List the marketing steps for a product.

b)   Identify the type of merchandising required at a store like "West-side" in a mall.

c)   List the types of fashion markets.

d)   List selling techniques for retailers.

e)   List the components of a tech-pack.

f)   Name the props and colours to be used for a beachwear display.

g)   Define economic order quantity.

**Marks**

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

a) Explain the role of a merchandiser in the apparel export industry.

b) Describe the demographic factors of fashion applicable in a metro city.

c) Explain Ansoff's marketing mix in brief.

d) Discuss the application of ABC analysis for inventory control of women's belts. (assume your own data)

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

a) Explain product merchandising of ready-to wear garments.

b) Explain the fashion cycle of the "PLAZO".

c) Explain the concept of buying behaviour related to senior citizens.

d) What is a cluster display; explain where is it positioned in a store and why?

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

a) Explain the effect of advertising on fashion buying. Give a suitable example.

b) Prepare a time and action calender for the following data

    i) P.O.NO - 3742.

    ii) Style - women's cropped trousers.

    iii) Quantity - 10,000 pcs.

    iv) Delivery date $20^{th}$ Aug 2020.

c) Select a relevant window display for men's wear - coloured jeans. Justify your choice.

d) Explain the two bin inventory system for socks in a kids store.

e) Define inventory control. State the effects of overage in fashion industry.

**Marks**

**5.** **Attempt any <u>TWO</u> of the following:** **12**

    a)  Explain with example, how market segmentation helps in positioning of a product.

    b)  Explain how MICRO and MACRO environments are affecting the fashion market today.

    c)  Prepare a tech-pack for a summer dress (age group 6-8 years)

**6.** **Attempt any <u>TWO</u> of the following:** **12**

    a)  Prepare an operational bulletin for unisex cargo-shorts.

    b)  State the objectives of visual merchandising. What are the components of a point of sale display, explain with an example.

    c)  Explain how LIFO and FIFO techniques are effective for apparel inventory control.

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