

17683

11920

3 Hours / 100 Marks

Seat No.

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- Instructions* – (1) All Questions are *Compulsory*.
(2) Answer each next main Question on a new page.
(3) Figures to the right indicate full marks.
(4) Assume suitable data, if necessary.
(5) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

Marks

- 1. Answer any FIVE of the following: **20****
- Define ‘fashion marketing’ and state process of fashion marketing.
 - Explain the types of fashion market in India.
 - Describe various marketing strategies for every stage on fashion cycle.
 - Discuss any one direct and indirect selling technique with example of innerwear.
 - Highlight the role of ‘range development’ in ‘bridal wear’.
 - Describe any two advertising techniques for primary school uniforms.
 - State significance of stock planning and stock control with one example each.

P.T.O.

- 2. Answer any FOUR of the following:** **16**
- a) Explain any two ways of fashion promotion with suitable example.
 - b) State the factors affecting on selection of fabrics for fashion apparels in Northern and Southern states of India.
 - c) Explain any two factors affecting consumer behaviour in selecting sports wear.
 - d) Explain the types of retailers in fashion sector.
 - e) Explain one strategy each for product differentiation and positioning of swim-suit.
 - f) Differentiate between direct and indirect marketing techniques.
- 3. Answer any TWO of the following:** **16**
- a) Discuss the role of merchandiser in domestic fashion market.
 - b) Highlight the personal and pschycological factors which affect selection of fashion garments for ‘wedding’.
 - c) Prepare a merchandiser’s calender from following data–
 - (i) P.O. no-2468
 - (ii) P.O. receipt date. 24/07/2017.
 - (iii) Style- $\frac{F}{S}$ double pkt. casual shirt.
 - (iv) Delivery date. 24/11/2017.Assume suitable date for sending size-set samples and data if required.
- 4. Answer any TWO of the following:** **16**
- a) Discuss the importance of ‘manufacturer-owned retail outlet’ in the context of competition on marketing.
 - b) Explain the role of various types if registrations and account in exporting the fashion garments. Also enlist the various documents involved in apparel exports.
 - c) Define ‘inventory control’ and write a note on ‘just-in-time’ technique.

- 5. Answer any TWO of the following:** **16**
- a) Elaborate the factors affecting fashion buying. Also suggest any 4 controlling points in fashion buying.
 - b) Enlist the contents of good presentation in product development and prepare a presentation on 'bermuda as picnic wear'.
 - c) Enlist any 8 factors affecting visual merchandising and give one example each.
- 6. Answer any FOUR of the following:** **16**
- a) Explain the societal influence in selecting the fashion apparels.
 - b) Explain the 'macro-environment' in fashion apparel sector.
 - c) State the role of technological development in winter-season garment.
 - d) Explain the political factors affecting on exports of kids wear to European countries.
 - e) Explain the scope for 'niche' products in apparel sector with two examples.
 - f) Define DDU and DDP. Also differentiate between 'CIF' and 'CandF' over any two points.
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