

17683

21819

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) 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 FIVE of the following:** **20**
- a) State the key contents of a good fashion presentation technique.
 - b) Explain the process of range development.
 - c) Define visual merchandising. State the factors to be considered in visual merchandising.
 - d) Explain about fashion shows in detail
 - e) Explain the following costing techniques:
 - (i) FOB
 - (ii) CIF
 - f) Explain the Just in Time (JIT) technique followed for inventory control.
 - g) Explain the stock planning in store.

P.T.O.

- 2. Attempt any TWO of the following:** **16**
- a) What is fashion marketing? Explain the process of fashion marketing in detail.
 - b) Describe how fashion spread to customers and the scope of fashion business.
 - c) Explain in detail fabric and trim sourcing procedure.
- 3. Attempt any TWO of the following:** **16**
- a) Discuss economical and technological developments occurred in party wear.
 - b) Prepare time and action calendar with the help of following variables:
Style: Men's classic shirt.
Buyer: Hugo Boss.
Quantity: 6000
Ex. Factory date: 12 July, 2018.
 - c) Explain the following in detail:
 - (i) Ansoff's marketing mix.
 - (ii) Product positioning.
- 4. Attempt any TWO of the following:** **16**
- a) What is fashion distribution? Discuss the various channels of fashion distributions.
 - b) Bring out the importance of demographic and psychographic factors in fashion environment.
 - c) Enlist the various selling techniques of retailers. Explain in detail for any two.

- 5. Attempt any TWO of the following:** **16**
- a) Describe the structure of fashion market.
 - b) Define fashion cycle. Explain the various stage of fashion cycle with the help of any one example.
 - c) Discuss any two marketing technique in detail which is suitable for apparel products with suitable example.
- 6. Attempt any TWO of the following:** **16**
- a) What is fashion promotion? State the ways of fashion promotion and how it can help to fashion industry.
 - b) Explain the following factors influencing the movement of fashion:
 - (i) Technological
 - (ii) Geographical
 - (iii) Political
 - (iv) Economical.
 - c) Enlist and explain various types of manufactures.
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