22667

24225
3 Hours / 70 Marks

Seat No.

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 FIVE of the following:** 10

   a) Define 'product differentiation'.

   b) Give market segmentation parameters for cowboy hat.

   c) State 'trickle across' theory for fashion propogation.

   d) Define 'market penetration' strategy.

   e) Enlist 2 needs for merchandiser's calender.

   f) Draw the free flow pattern layout for apparel stores.

   g) Define 'inventory control'.

Marks

2.   Attempt any THREE of the following: 12

   a) Enlist roles of a merchandiser in export apparel industry.

   b) Explain types of demographics.

   c) Explain marketing strategy adoption on rise and peak stage of fashion life cycle.

   d) Apply Two-bin method for inventory control of sewing needles in stores of apparel industry.

3.   Attempt any THREE of the following: 12

   a) Analyse steps in fashion marketing process.

   b) Discuss effect of competitors on micro-environmental factors in fashion market.

   c) Suggest any eight selling techniques for retailers.

   d) Explain the types and respective uses of mannequins.

4.   Attempt any THREE of the following: 12

   a) Explain Ansoff's marketing mix in context of types of markets and product.

   b) Define 'tech-pack' and give its format.

   c) Suggest –

      i)   Type of window display and

      ii)   Light arrangement for 'Jewelry'.

      Justify your suggestions.

   d) Explain steps in E.O.Q. technique of inventory control.

   e) Categories following materials using ABC analysis technique –

Material	Annual Usage	Cost per unit (Rs.)
1) Sewing thread	500 Box	Rs. 150/box.
2) Sewing needles	500 packets	Rs. 30/packet
3) Brand labels	1 Lakh	Rs. 0.50/label
4) Chemicals	100 litre	Rs. 50/litre

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

    a) Explain:

        i) Product merchandising and

        ii) Visual merchandising with suitable examples.

    b) Elaborate on 5 'M's of advertising'.

    c) Discuss the format for 'Time and Action' calender with suitable example.

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

    a) Prepare operation bulletin for half-sleeve shirt using following data –

        i) Style No. - 35427

        ii) Buyer - GAP

        iii) Target efficiency - 60%

        iv) Shift time - 480 min.

        v) Target/day - 400 pcs.

        vi) Order quantity - 10,000 pcs.

        vii) Delivery date - 4 Sep. 2025

        viii) Total SMV - 30.94 min. (operational + non-operational).

    b) Explain the objectives of visual merchandising.

    c) Explain any 6 objectives of inventory control.

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