

17683

11819

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. Define the following terms (any TEN) :

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- (a) Fashion buying
- (b) Fashion marketing
- (c) Buying cycle
- (d) Target market
- (e) Discrete manufacturer
- (f) Chain stores
- (g) Mission statement
- (h) Positioning
- (i) Signage
- (j) Trade show
- (k) DDU
- (l) JIT

2. Attempt any FOUR of the following :**16**

- (a) Describe the functions of fashion marketing.
- (b) Explain the structure of fashion market.
- (c) Describe phases of fashion cycle with diagram.
- (d) What role does retailer play in selling fashion products ?
- (e) What are the types of manufacturer ?
- (f) Explain the Range development technique.

3. Attempt any FOUR of the following :**16**

- (a) Discuss the importance of 'Fashion distribution' with relation of fashion marketing.
- (b) How demographic factors are affected on fashion ?
- (c) How technological factors influencing the movement of fashion ?
- (d) How status of women affected on fashion ?
- (e) Describe in detail on "current scope for fashion business".
- (f) What is visual merchandising and which factors should be considered in visual merchandising ?

4. Attempt any FOUR of the following :**16**

- (a) Explain the fashion promotion.
- (b) How social characteristics affect the environment of fashion ?
- (c) Explain Ansoff's marketing mix.
- (d) State the objectives of planning process.
- (e) Explain stock planning and control process in apparel industry.
- (f) Differentiate between the inventory control techniques LIFO and FIFO.

5. Attempt any TWO of the following : 16

- (a) Draw the model and explain fashion marketing process.
- (b) Discuss 'Time and Action Calendar' for merchandiser assuming suitable example in fashion marketing.
- (c) What are the different medias of advertising ? Explain with examples.

6. Attempt any TWO of the following : 16

- (a) Explain in detail economical and technological development of fashion environment.
 - (b) Explain manufacturer's role in fashion buying.
 - (c) Explain pre-shipment and post-shipment procedure.
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