

22667

12425

03 Hours / 70 Marks

Seat No. 

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- Instructions* – (1) All Questions are *Compulsory*.  
(2) Illustrate your answers with neat sketches wherever necessary.  
(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. Attempt any FIVE of the following : 10
- a) Define fashion marketing.
  - b) State objective of ABC analysis.
  - c) Write objectives of Inventory Control.
  - d) Enlist marketing strategies for various stages of Fashion cycle.
  - e) Give any four objectives of Visual Merchandising.
  - f) State objectives of T and A calendar.
  - g) State application of 'scent' component with suitable example.
2. Attempt any THREE of the following : 12
- a) State the importance of interior and display in stores.
  - b) Write importance of effective fashion distribution.
  - c) Enlist any four roles of merchandiser in domestic market.
  - d) Explain economic order quantity technique.

P.T.O.

- 3. Attempt any THREE of the following :** **12**
- a) Describe product development strategy with suitable example.
  - b) Explain factors to be considered in fashion buying.
  - c) Analyse consumer buying behaviour in context of swim wear.
  - d) Suggest any four selling techniques for retailer in context of scarf.
- 4. Attempt any THREE of the following :** **12**
- a) Describe point of sale display components.
  - b) State advantages of preparing specification sheet for apparel products.
  - c) Describe 5 M's of advertising.
  - d) Analyse application of Just-in-Time for apparel industry.
  - e) Explain psychological factors affecting on consumer buying behaviour.
- 5. Attempt any TWO of the following :** **12**
- a) Differentiate between LIFO with FIFO
  - b) Explain psychographic in market segmentation.
  - c) Describe interior display components with relevant examples.
- 6. Attempt any TWO of the following :** **12**
- a) Prepare an operation bulletin for Bermuda.
  - b) Differentiate between product merchandising with visual merchandising
  - c) Give format for 'Tech-pack' with content explanation.
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