

22667

23124

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) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

Marks

- 1. Attempt any FIVE of the following: 10**
- State objective of the marketing step ‘scanning environment’.
 - Give any two examples of fashion distribution.
 - Define the term ‘haute couture’ market.
 - Define ‘diversification’ as marketing strategy.
 - Define ‘operation bulletin’ in garment industry.
 - Identify the properties represented by red and green colour in visual merchandising.
 - State use of ‘canban’ in inventory control.
- 2. Attempt any THREE of the following: 12**
- Explain any four parameters of product differentiation.
 - Compare trickle up theory with trickle down theory in fashion market.
 - Elaborate Ansoff’s marketing mix.
 - Analyse A, B and C items in ABC analysis.

P.T.O.

- 3. Attempt any THREE of the following:** **12**
- a) Highlight any four roles of merchandiser in product merchandising domain.
 - b) Explain social and economical environments with respect to fashion products.
 - c) Outline / suggest any four selling techniques for fashion retailers.
 - d) Describe any two point of sale displays in visual merchandising.
- 4. Attempt any THREE of the following:** **12**
- a) Compare between marketing strategies to be adopted at 'rise' and 'peak' stages of fashion life cycle.
 - b) Outline objectives of preparing TNA.
 - c) Describe type of window display to be used for jewellery items.
 - d) Explain LIFO inventory management method.
 - e) Calculate EOQ and no. of orders per year for purchase of sewing needle boxes using following data -
 - i) Annual demand - 180 boxes
 - ii) Re-ordering cost per box - Rs. 10/-.
 - iii) Holding cost per box - Rs. 4/-.
- 5. Attempt any TWO of the following:** **12**
- a) Explain fashion marketing process.
 - b) State decision making process in consumer buying behaviour.
 - c) Elaborate contents of 'tech-pack' with example of half sleeve formal shirt.

22667

[3]

Marks

6. Attempt any TWO of the following:

12

- a) Prepare an operation bulletin for A-line frock.
(Assume suitable data)
 - b) Draw and explain store layout with music as components in visual merchandising.
 - c) Explain two-bin inventory control technique with one example.
-