

Sr.No.14826

Exam Code: 217504

Subject Code : 5606

M.Sc.(Fashion Designing and Merchandising) - 4th Semester

(2721)

Paper-III : Fashion Merchandising & Retailing

Time allowed: 2 hrs.

Max. Marks: 100

Note: There are EIGHT questions of equal marks. Candidates are required to attempt any FOUR questions.

SECTION - A

1. Differentiate between Buying and Selling. Discuss the role and responsibilities of fashion retail buyer.
2. Write notes on-
 - a. Customer plan
 - b. Customer identification

SECTION - B

3. Discuss the advantages and disadvantages of a speciality store.
4. Write notes on-
 - a. Mass Merchants
 - b. Store management

SECTION - C

5. What are Marketing Channels? Write about different types of Marketing Channels
6. Write short notes on-
 - a. Relationship marketing
 - b. Fashion promotion

SECTION - D

7. What do you understand by Brand? Discuss their significance in fashion retail.
8. Write short notes on-
 - a. Costing
 - b. Payment Terms

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