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VI Semester B.Sc. Degree Examination, July/August - 2024
FASHION AND APPAREL DESIGN
Fashion Marketing and Merchandising
(NEP-2020 CBCS Scheme 2023-24 Onwards Freshers Only)
Paper : FD - 6.1 T

**Time : 2½ Hours****Maximum Marks : 60****Instructions to Candidates:**

1. All sections are compulsory.
2. Write question numbers legible.

SECTION - A**I. Answer any Ten of the following.****(10×2=20)**

1. Define global fashion.
2. What market mix?
3. Name four C's of marketing.
4. Define market research.
5. Name any two functions of marketing.
6. Define merchandising.
7. What is range planning?
8. Expand JIT, POP.
9. What is forecasting?
10. Define inventory.
11. Name any four retail chain.
12. What is digital marketing?

SECTION - B**II. Answer any Five of the following.****(5×4=20)**

13. Write a note on Regional Fashion Centers.
14. Differentiate qualitative research and quantitative research.
15. Mention the factors influencing pricing.

[P.T.O.]



16. Mention the roles and responsibilities of merchandiser.
17. Bring out the importance of idea generation and merchandise calendar in marketing.
18. Explain briefly channel of distribution.
19. Mention the factors influencing consumer behaviour.

SECTION - C

III. Answer any Four of the following. (4×5=20)

20. Define Branding. Explain the importance of branding in retail marketing.
 21. Define advertising. Explain the importance of digital marketing in fashion promotion.
 22. Write in detail about different fashion stores with examples.
 23. Explain 4P's of marketing in detail with examples.
 24. Explain types of buying house and mention its importance in Fashion industry.
 25. Elucidate the importance of psychological and sociological factors influencing purchase decisions.
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