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VI Semester B.Sc. (Theory) Degree Examination, June - 2025**FASHION AND APPAREL DESIGN****Fashion Marketing and Merchandising****(NEP Scheme F+R 2020)****Paper : FD 6.1. T****Time : 2½ Hours****Maximum Marks : 60****Instructions to Candidates:**

All sections are Compulsory.

SECTION - A**I. Answer any Ten questions. Each question carries 2 marks.****(10×2=20)**

1. Define Market Research.
2. Define product line.
3. List 4 p's of marketing.
4. What is digital Marketing?
5. Define Advertising.
6. Expand CRM and JIT
7. Define Market weeks.
8. What is Inventory?
9. What is a Merchandise?
10. Define search Engine Marketing (SEM)
11. Name two social media platforms.
12. What is a Merchandising calendar?

SECTION - B**II. Answer any Five questions. Each question carries 4 marks.****(5×4=20)**

13. What is a trade show? Explain its importance.
14. How does a market research help in marketing a product?
15. Write a note on regional fashion centres.
16. What are the psychological factors influencing the purchase decisions?
17. What is Image building? Explain.
18. Write a brief note on global fashion trends.
19. Briefly explain the role of Fashion promotion.

[P.T.O.]

**SECTION - C**

III. Answer any **Four** questions. Each question carries **5** marks.

(4×5=20)

20. Explain the 4 c's of Marketing with examples.
 21. QR and Trend Analysis in retailing. Explain
 22. Explain the importance of digital marketing in Fashion promotion.
 23. What is Merchandise planning? Explain its importance.
 24. Explain the channels of distribution in detail.
 25. Write a note on Consumer segmentation and target market.
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