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DCFD601

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VI Semester B.Sc. (Theory) Degree Examination, May/June - 2026**FASHION AND APPAREL DESIGN****Fashion Marketing and Merchandising****(NEP Scheme 2023-24 and Onwards) (Freshers and Repeaters)****Paper : FD 6.1 T****Time : 2½ Hours****Maximum Marks : 60****Instructions to Candidates:**

1. Write question number legibly.
2. All sections are compulsory.

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

1. What is Trade show?
2. List two data collection technique.
3. Define price skimming.
4. List two qualities of merchandiser.
5. What is demand forecasting?
6. Define lead time.
7. What is order processing?
8. What is trend adoption?
9. Define franchise retailing.
10. What is brand identity?
11. What is personal selling?
12. What are E-commerce platforms?

**[P.T.O.]**

**SECTION - B**

II. Answer any Five of the following questions.

(5×4=20)

13. Write short notes on

- a) Fashion show
- b) Exhibition.

14. Explain types of merchandising.

15. Discuss the types of marketing research.

16. Explain POP and POS in retail marketing.

17. Discuss distribution channel in fashion business.

18. Explain consumer segmentation and target market.

19. Write a note on assortment planning.

SECTION - C

III. Answer any Four of the following questions.

(4×5=20)

20. Explain 4Ps and 4Cs of marketing.

21. Discuss the factors influencing pricing and strategies for pricing new products.

22. Explain quick response and just - in - time system in fashion supply chain.

23. Discuss retail promotion techniques including advertising, publicity and visual merchandising.

24. Discuss digital marketing strategies for Retail business.

25. Explain in detail types of retail fashion stores.
