

V Semester B.Sc. (FAD) Examination, Nov./Dec. 2015
(New Semester Scheme) (2013-14 and Onwards)
FASHION AND APPAREL DESIGN
FAD – 506 A : Fashion Business Management

Time : 3 Hours

Max. Marks : 100

Instruction : All the questions are compulsory in Section A.

SECTION – A

I. Answer the following :

(10×2=20)

- 1) What is SKU ?
- 2) Define grapevine communication.
- 3) What is a fit sample ?
- 4) Define brand ? Name any one.
- 5) What is intercultural communication ?
- 6) List any 2 examples for verbal communication.
- 7) What is advertising ?
- 8) Define retail merchandising.
- 9) What is quick response ?
- 10) Name any 4 media in fashion promotion.

SECTION – B

II. Answer **any five** of the following :

(5×6=30)

- 11) Explain line planning and style planning.
- 12) Explain the importance of sampling in apparel industry.
- 13) Define P.R. Mention its importance.
- 14) Explain any two fashion centres.
- 15) Write a note on image management.
- 16) Write a note on supply chain management.
- 17) Explain the importance of counter sample and proto sample.
- 18) Explain any three networks of communication.

P.T.O.



SECTION – C

III. Answer **any five** of the following :

(5×10=50)

- 19) Explain the status of retail segment in India.
- 20) Explain the process of merchandising.
- 21) Explain sourcing in detail.
- 22) What are the problems in communication ?
- 23) Explain in detail fashion promotion.
- 24) Write notes on (a) apparel manufacturer (b) buying office (c) merchandiser.
- 25) Explain the importance of trade show and fashion show in business.
- 26) Explain the terms :
 - a) Signature collection
 - b) Couture
 - c) Visual merchandising.