



NS – 405

V Semester B.Sc. (FAD) Examination, November/December 2016
(Repeaters – Prior to 2016 – 17)
(NS – 2013 – 14 & Onwards)
Fashion and Apparel Design
FAD 506A : FASHION BUSINESS MANAGEMENT

Time : 3 Hours

Max. Marks : 100

Instruction : All Sections are compulsory.

SECTION – A

I. Answer the following :

(10×2=20)

- 1) Define :
 - a) Communication
 - b) Fashion.
- 2) Give any 2 examples for verbal communication.
- 3) List any 2 uses of banner.
- 4) Define PR.
- 5) Define :
 - a) Merchandising
 - b) Merchandise.
- 6) Expand JIT, QR.
- 7) Differentiate encoding and decoding.
- 8) Define sampling. List any 2.
- 9) Define Advertising and Publicity.
- 10) Define Premiere Vision.

SECTION – B

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

(5×6=30)

- 11) Explain Line Planning.
- 12) Illustrate the framework of Apparel Industry.

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- 13) Explain the process of communication.
- 14) Write a note on types of buying house.
- 15) Explain sourcing in detail.
- 16) Write a note on type of merchandisers.
- 17) Explain "Supply Chain Management".
- 18) Write a note on :
 - a) Trade show
 - b) Market week.

SECTION – C

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

(5×10=50)

- 19) Write a note on problems in communication.
 - 20) Explain the steps in Brand Building.
 - 21) "Media and Fashion Business" – Comment.
 - 22) Write a note on types of Network in Communication.
 - 23) Explain the steps in style development.
 - 24) Explain fashion promotion in detail.
 - 25) Explain the techniques in Intercultural Communication.
 - 26) Write a note on media in fashion promotion.
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