



NS – 395

V Semester B.Sc. (FAD) Examination, Nov./Dec. 2016  
(CBCS) (2016-17 and Onwards) (Fresh)  
FASHION AND APPAREL DESIGN  
FAD – 501 : Fashion Retail Marketing and Merchandizing

Time : 3 Hours

Max. Marks : 100

**Instructions :** Answer *all* the questions. Write question number *legibly*.

SECTION – A

I. Answer **all** the questions :

(15×2=30)

- 1) What is image management ?
- 2) Define Public Relations.
- 3) Define merchandising.
- 4) Expand JIT and POS.
- 5) What is store planning ?
- 6) What is POP ?
- 7) What is Trade show ?
- 8) What is Brand Building ?
- 9) Name any two Broadcast media.
- 10) Define Fashion show.
- 11) List the channels of distribution.
- 12) What is merchandising calendar ?
- 13) Define fixtures.
- 14) What are flagship stores ?
- 15) What is quick response ?

SECTION – B

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

(5×6=30)

- 16) Explain 4 P's of marketing.
- 17) Define Brand. Mention its importance.

P.T.O.



- 18) Differentiate exhibitions and trade shows.
- 19) Explain exterior window display.
- 20) How does forecast analysis help in marketing ?
- 21) Write a brief note on three dimensional (3D) dressing.
- 22) Write a brief note on types of merchandising.

SECTION – C

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

(5×8=40)

- 23) Explain the role of market survey and research in fashion business.
  - 24) Mention the advantages of Brand building in Retail marketing.
  - 25) Explain the terms :
    - a) Sampling
    - b) Merchandise planning.
  - 26) Write in detail about channel of distribution.
  - 27) Elucidate different types of stores in detail.
  - 28) Explain in detail about advertising in fashion.
  - 29) How does globalization affect fashion business ?
  - 30) Describe the role of Location, Lighting and Fixtures in visual merchandising.
-