



SN – 440

V Semester B.Sc. (FAD) Examination, November/December 2017  
(CBCS) (2016 – 17 & Onwards)  
(F+R)

Fashion & Apparel Design  
Paper – 14 FAD 501 : FASHION RETAIL MARKETING & MERCHANDISING

Time : 3 Hours

Max. Marks : 100

- Instructions :** i) Answer **all** the questions.  
ii) Write question number legibly.

SECTION – A

(15x2=30)

I. Answer **all** the questions.

- 1) Define Brand. Give example.
- 2) Who is a Merchandiser ?
- 3) Expand :
  - a) CRM
  - b) VM
- 4) Define product line.
- 5) What is a counter sample ?
- 6) List 4 P's of marketing.
- 7) Define knock-off.
- 8) What is an Awning ?
- 9) Define publicity.
- 10) What is Proscenia ? Mention its use.
- 11) Expand POP and POS.
- 12) List any 4 types of light used in window.
- 13) Define :
  - a) fashion
  - b) trend.
- 14) Define market week.
- 15) What is JIT ?

P.T.O.



## SECTION – B

II. Answer **any five** of the following :**(5×6=30)**

- 16) Explain :
  - a) Brand building
  - b) Image building.
- 17) Illustrate any 3 types of fixtures and explain.
- 18) List the responsibilities of Merchandiser.
- 19) Define Masking. Explain the technique.
- 20) Write a note on concepts of apparel product line.
- 21) Write a note on role of research in retailing.
- 22) Write a note on complaint management.

## SECTION – C

III. Answer **any five** of the followings :**(5×8=40)**

- 23) Define CRM. What are ways to measure it ?
  - 24) Explain in detail the store based retailing techniques.
  - 25) “QR and Trend Analysis in retailing” – Explain.
  - 26) Write a note on types of window display.
  - 27) Explain the steps in store management.
  - 28) Plan and sketch a layout and window display for a kid's wear boutique. Give reasons.
  - 29) Define Mannequin. List the types and explain 3D dressing.
  - 30) Explain the role of trade show, fashion show and exhibition in fashion promotion.
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