

SA - 737

VI Semester B.Sc. (FAD) Examination, April/May 2015  
(Fresh) (NS) (Semester Scheme) (2013-14 and Onwards)

FASHION AND APPAREL DESIGN  
FAD - 605 (A) : Shop Floor Management

Time : 3 Hours

Max. Marks : 100

x5= 30)

**Instruction : All Sections are compulsory.**

SECTION - A

I. Answer the following :

(10x2=20)

- 1) Expand WIP and VM.
- 2) List 4 P's of marketing.
- 3) List any 2 types of Mannequin.
- 4) Name any 2 fashion centers.
- 5) What is e-tailing ? Mention its advantage.
- 6) Define Marquees. Mention its use.
- 7) Define : a) Keosk b) Trend.
- 8) \_\_\_\_\_ is a cool colour and \_\_\_\_\_ is a warm colour.
- 9) Name any 2 accessory brands.
- 10) What is Masking ?

SECTION - B

(5x6=30)

II. Answer any five questions :

- 11) Write a note on 3D dressing.
- 12) Define store layout. Explain any 2.
- 13) Differentiate department store and discount store.
- 14) Differentiate publicity and advertising.
- 15) Write a note on trade show and fashion show.
- 16) Explain the role of colour in VM.

P.T.O.



SECTION - C

(5×10=50)

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

- 17) Define Brand. Explain the steps in Brand Building.
  - 18) Write a note on types of merchandise presentation.
  - 19) Explain the types of windows.
  - 20) Explain a) POP b) POS c) Exhibition.
  - 21) Explain the techniques of Masking and Proscenia.
  - 22) Sketch a window for the theme 'Independence Day'. Give reasons.
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