Roll No. _____

END SEMESTER EXAMINATION
SEMESTER-V

COURSE CODE : GFT-506 | **DURATION : 3 (THREE)HRS**
COURSE TITLE : FASHION MERCHANDISING | **MAXIMUM MARKS : 75**
SESSION :JULY-DEC'2021 | **PASS MARKS : 35 %**

NOTE:
1. *All the questions are compulsory*
2. *Attempt any 5 (five) questions.*
3. *Mark for each question is shown against it.*
4. *Assume suitable logical data wherever necessary.*

1.	**(a)**	Explain the term merchandise and the work of fashion merchandiser.	**(5)**
	(b)	Write down the three different ways to deal the customers in fashion industry.	**(5)**
	(c)	Write down the types of merchandiser in fashion industry.	**(5)**
2.	**(a)**	Define fashion cycle along with the diagram.	**(8)**
	(b)	What are the various types of market segment? Explain briefly.	**(7)**
3.	**(a)**	Briefly explain domestic and international market.	**(7)**
	(b)	What are the four traditional marketing concepts? Explain briefly.	**(8)**
4.	**(a)**	Why consumer behavior is important for a company?	**(4)**
	(b)	What are the factors which affect consumer behavior?	**(5)**
	(c)	Write down the 5 stages of the consumer decision making process.	**(6)**
5.	**(a)**	What is product planning and development? Mention its two objectives.	**(4)**
	(b)	Write down the importance of brand name and trade mark.	**(6)**
	(c)	Briefly explain the stages involve in new product development.	**(5)**
6.	**(a)**	Write down the difference between product line and product mix.	**(3)**
	(b)	Define product life cycle along with a diagram.	**(6)**
	(c)	Why packaging is essential for a company? Mention any 4 objectives of packaging.	**(6)**
7.	**(a)**	What do you mean by close related products in product planning and development?	**(4)**
	(b)	Write down the various methods for fashion marketing.	**(5)**
	(c)	What are the factors which affects price determination?	**(6)**
8.	**(a)**	What are the various methods of promotion? Explain briefly	**(15)**