

Printed Pages : 2



NFD602

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 165605

Roll No.

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BFAD

(SEM. VI) THEORY EXAMINATION, 2014-15

FASHION MERCHANDISING AND MANAGEMENT

Time : 3 Hours]

[Total Marks : 60

SECTION - A

Attempt all questions :

5×2=10

- 1 Define Merchandising.
- 2 Explain display.
- 3 What is forecasting?
- 4 Explain publicity.
- 5 What is retailing?

SECTION - B

Attempt any two questions :

2×10=20

- 6 Explain in detail about creative technical design.
- 7 Brief about business to business relationships.
- 8 Describe the types of retailing.
- 9 How do you evaluate the market?

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[Contd...

SECTION - C

Attempt any three questions :

3×10=30

10 Explain assortment plan with example.

OR

10 Write about the role of color and texture in visual merchandising?

11 Describe fashion show and trade show in detail.

OR

11 Explain buying preparation plan.

12 Explain merchandise management process.

OR

12 Briefly explain the kinds of advertising with example.
