

17683

15116

3 Hours / 100 Marks

Seat No.

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- Instructions* – (1) All Questions are *Compulsory*.
(2) Answer each next main Question on new page.
(3) Illustrate your answers with neat sketches wherever necessary.
(4) Assume suitable data, if necessary.
(5) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

Marks

- 1. Attempt any FIVE of the following:** **20**
- Define ‘fashion promotion’ and explain components of fashion promotion mix.
 - State the significance of various demographic factors in fashion marketing.
 - Explain the fashion cycle with reference to various marketing strategies opted as per Ansoff’s marketing mix.
 - State any four advantages of having ‘manufacturer owned retail outlet.’
 - Discuss about the various steps followed in a planning process for fashion marketing.
 - ‘Audio visual presentation has the maximum impact’. Justify the statement for fashion production presentation.
 - State the significance of fashion shows.

P.T.O.

- 2. Attempt any FOUR of the following:** **16**
- a) Define marketing and explain various process of fashion marketing.
 - b) Explain the structure of fashion market.
 - c) Brief about stages in consumer buying process for a particular product.
 - d) State the various types of manufactures and highlight the work strategies opted by them.
 - e) Define term 'visual merchandising' and write any four factors of visual merchandising.
 - f) State any four advantages of stock planning and control techniques.
- 3. Attempt any TWO of the following:** **16**
- a) State and brief about various roles to be performed by a merchandiser in garment industry.
 - b) Describe the pre-shipment and post-shipment procedures in exports.
 - c) Explain the following inventory control techniques:
 - (i) ABC analysis
 - (ii) LIFO and FIFO
- 4. Attempt any FOUR of the following:** **16**
- a) How social factors are affected on fashion demand?
 - b) How do political factors affect movement of fashion products?
 - c) Explain any two modern techniques opted by fashion retailers.
 - d) 'Product differentiation and Positioning is a key to success'. Justify the statement with reference to fashion products.
 - e) Enlist the various indirect marketing techniques. Explain any two.
 - f) Describe Fabric and Trims sourcing procedure in exports.

- 5. Attempt any TWO of the following:** **16**
- a) Enlist the various psychological factors affecting the fashion purchase and explain with suitable examples.
 - b) Prepare a time and action calendar for a merchandiser based on following data:
 - (i) P.O. No. - 1622
 - (ii) P.O. Date - 11/3/2015
 - (iii) Delivery Date - 25/6/2015
 - (iv) Style - Men's F/s shirt
 - (v) Quantity - 10,000 pcs.Assume the suitable data if required.
 - c) Explain the various types of retailers in fashion world.
- 6. Attempt any FOUR of the following:** **16**
- a) What is fashion distribution? Explain any one fashion distribution system.
 - b) State the influence of technological developments on fashion product purchase with two examples.
 - c) Discuss the effect of geographical factor influencing fashion product movement.
 - d) What is a Boutique? State any two advantages and disadvantages of boutiques.
 - e) What is 'Concept marketing'? What is the significance of range development?
 - f) Distinguish between "Formal fashion show" and "Informal fashion show".
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