

17683

21415

3 Hours / 100 Marks

Seat No.

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

Marks

- 1. Attempt any FIVE of the following: **20****
- a) What is fashion?
 - b) Write a short note on fashion distribution.
 - c) What do you mean by fad?
 - d) What do you understand by direct and indirect buying?
 - e) Define Advertisement. List out different types of Advt.
 - f) Write a short note on International sourcing.
 - g) Differentiate between L.I.F.O. and F.I.F.O.

P.T.O.

- 2. Attempt any TWO of the following:** **16**
- a) What are the functions of fashion buyers?
 - b) Describe the structure of fashion market?
 - c) How do economic and psychological factors affect fashion?
- 3. Attempt any TWO of the following:** **16**
- a) Discuss the important steps in the process of fashion marketing.
 - b) Bring out the importance of demographics in fashion clothing marketing.
 - c) Explain the term fashion cycle. What are the stages of fashion cycle?
- 4. Attempt any TWO of the following:** **16**
- a) How do sociological factors affect fashion?
 - b) What role does retailer play in selling fashion products?
 - c) Describe the process of spread of fashion to consumers.
- 5. Attempt any TWO of the following:** **16**
- a) What are the different types of retailers?
 - b) Describe the method of determining positioning a fashion product with the help of a perceptual map.
 - c) What are the main factors considered in visual merchandising?
- 6. Attempt any TWO of the following:** **16**
- a) How is Fashion marketing plan prepared?
 - b) Describe pre-shipment procedure to be followed by an Indian exporter.
 - c) Explain in detail J. I. T. technique used in inventory control.
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