

17683

11718

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) Write a short note on Fashion distribution.
- (b) State the importance of fashion buying in cost reduction with an example.
- (c) Describe the scope of fashion business with any 2 examples.
- (d) State the role of retailer, in kids wear marketing.
- (e) Define the following costing technique :
 - (i) FOB
 - (ii) CIF
 - (iii) EXW
 - (iv) DDP
- (f) Explain JIT technique used in inventory control.
- (g) Differentiate between LIFO and FIFO.

2. Attempt any TWO of the following :

16

- (a) Explain in detail the structure of fashion market.

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- (b) Explain the term 'fashion cycle'. Explain about marketing strategies to be adopted on each stage of fashion cycle.
- (c) Describe the method of determining positioning a fashion product with the help of a perceptual map.
- 3. Attempt any TWO of the following : 16**
- (a) Explain in detail the concept of time and action calendar of a merchandiser with an example.
- (b) Describe spreading of fashion to customers with reference to fashion theories.
- (c) Explain any two advertising techniques with the help of example.
- 4. Attempt any TWO of the following : 16**
- (a) Explain the process of fashion marketing in brief.
- (b) Explain the technological developments in current fashion industry to develop bridal wear.
- (c) Explain the factors which are considered while differentiating one product from another.
- 5. Attempt any TWO of the following : 16**
- (a) Describe any four factors which are influencing the movement of fashion
- (b) Explain the scope of fashion business in 21st Century in relation to kids wear apparels.
- (c) Discuss the effectiveness of fashion shows on buyer and manufacturer.
- 6. Attempt any TWO of the following : 16**
- (a) Explain the term fashion promotion. Also explain the different ways of promoting fashion products.
- (b) Describe the demographic and psychographic factors affecting the environment of fashion.
- (c) Describe the pre-shipment procedure followed by an Indian apparel exporter.
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