

17683

21718

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) Assume suitable data, if necessary.
  - (4) 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) Discuss the scope of Fashion Business in India.
- (b) Write duties and responsibility of manufacturers and explain types of manufacturers.
- (c) Write duties and responsibility of a Merchandiser.
- (d) Elaborate the J.I.T. (Just in time) techniques used in inventory control.
- (e) Describe the various raw material sourcing procedures in Apparel Industry.
- (f) Explain the importance of consumer behaviour and state its significance on buying cycle.
- (g) Explain the F.O.B. and C.I.F. techniques.

**2. Attempt any TWO of the following :**

**16**

- (a) Describe the stages of fashion cycle and co-relate the stages with different marketing strategies.
- (b) Describe the retailer's role in fashion industry and discuss about various selling techniques adopted by them.
- (c) Explain the main factors considered in visual merchandising.

- 3. Attempt any TWO of the following : 16**
- (a) Explain the concept of 'Manufacturer owned retail outlets'.
  - (b) Describe the post shipment procedure to be followed by an exporter.
  - (c) Differentiate between demographic and psychographic factors.
- 4. Attempt any TWO of the following : 16**
- (a) Explain the process of fashion promotion and fashion distribution of fashion marketing.
  - (b) State the importance of advertising techniques and explain the types of advertising.
  - (c) Describe the concepts of product differentiation and range development.
- 5. Attempt any TWO of the following : 16**
- (a) Explain in detail various marketing steps and their importance.
  - (b) State the effect of technological and geographical factors on consumer buying behaviour.
  - (c) Describe the structure of fashion market and enlist the step fashion marketing process.
- 6. Attempt any TWO of the following : 16**
- (a) Discuss the importance of social characteristics in fashion marketing.
  - (b) Define Fashion marketing and explain the fashion distribution process.
  - (c) Explain L.I.F.O. and F.I.F.O. techniques used in Inventory Control.
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