

S.No. 3024

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(For candidates admitted from 2016–2021 batch)

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Part III — Apparel and Fashion Technology — Major

FASHION MERCHANDISING AND MARKETING

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Define Fashion Merchandising.
2. What a Fashion Merchandiser does?
3. List the role of buying agency in fashion business.
4. Define Barcode in Fashion Marketing
5. Explain the term Direct Cost.
6. What is CMT in garment costing?
7. Describe Marketing mix.
8. Explain the role of Digital Marketing.

9. Who is a Fashion Consultant?

10. What is product life cycle in fashion?

SECTION B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

11. (a) Explain the skills required for a Fashion Merchandiser.

Or

(b) Give a short note on Six months merchandising plan.

12. (a) Write short notes on the classification of Merchandising.

Or

(b) List the functions of Merchandiser in an Export house.

13. (a) What are the things to be considered while calculating the Garment costing?

Or

(b) Explain the elements of costing in Fashion Industry.

14. (a) What are the factors influencing in Understanding Consumer Behavior?

Or

(b) Explain the importance of Marketing Mix in fashion industry.

15. (a) Give a short note on New Product Development.

Or

(b) What is Trade Publication?

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

16. Explain the need for Fashion Merchandising in the current Fashion world.

17. Enumerate the role of buying agency and buying house in Fashion Industry.

18. Account for the calculation of fabric consumption in Garment industry. Give a example.

19. Describe the role of the Digital Marketing technology in Fashion marketing.

20. Briefly explain the role of Resident buying offices.