

(Following Paper ID and Roll No. to be filled in your
Answer Books)

Paper ID : 165605

Roll No.

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B.F.A.D.

Theory Examination (Semester-VI) 2015-16

FASHION MERCHANDISING & MANAGEMENT

Time : 3 Hours

Max. Marks : 100

Section-A

UPTU NOTES

1. Attempt all questions :

(10×2=20)

- (a) Explain forecasting?
- (b) Explain supply chain?
- (c) Describe consumer transaction?
- (d) Brief about publicity?
- (e) What is marketing?
- (f) Explain trade show?
- (g) What is visual merchandising?

- (h) Explain retailing?
- (i) Describe merchandising?
- (j) Write any two advantages of advertising?

Section-B

2. Attempt any five questions : (5×10=50)

- (a) Explain the scope of merchandising?
- (b) Brief about Buyer-seller meet?
- (c) Describe the history of visual merchandising?
- (d) Explain the advantages of publicity?
- (e) Explain the demerits of advertising?
- (f) Explain the techniques of visual merchandising?
- (g) Explain about fashion shows in detail?
- (h) Write a note on Marketing.

Section-C

Attempt any two questions :

(2×15=30)

3. Elaborate the characteristics of merchandiser?
4. Explain the types of display and display settings?
5. Explain in detail about Product-clientele relationship?

