



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

**PAPER ID : 165605**

Roll No.

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## BFAD

(SEM. VI) THEORY EXAMINATION, 2014-15  
FASHION MERCHANDISING AND MANAGEMENT

Time : 3 Hours]

[Total Marks : 60

### SECTION - A

Attempt all questions : 5×2=10

- 1 Define Merchandising.
- 2 Explain display.
- 3 What is forecasting?
- 4 Explain publicity.
- 5 What is retailing?

### SECTION - B

Attempt any two questions : 2×10=20

- 6 Explain in detail about creative technical design.
- 7 Brief about business to business relationships.
- 8 Describe the types of retailing.
- 9 How do you evaluate the market?

## SECTION - C

Attempt any three questions :

**3×10=30**

10 Explain assortment plan with example.

**OR**

10 Write about the role of color and texture in visual merchandising?

11 Describe fashion show and trade show in detail.

**OR**

11 Explain buying preparation plan.

12 Explain merchandise management process.

**OR**

12 Briefly explain the kinds of advertising with example.

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