QP CODE: 22103018

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Reg No : .....

Name : .....

B.VOC DEGREE REGULAR / REAPPEARANCE EXAMINATIONS, AUGUST 2022

Third Semester

B.Voc Fashion Technology and Merchandising

FTMG302 - FASHION MERCHANDISING AND MARKETING

2018 Admission Onwards

37633FFF

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What are the 6 rights of merchandising?
2. Write any 5 duties and responsibilities of merchandiser?
3. What is communication skill?
4. What is the difference between garment merchandising and fabric merchandising?
5. What is the structure of textile industry ?
6. What are Mill sectors ?
7. How to organize a showroom?
8. What is the purpose of fashion marketing?
9. Write an example of marketing calendar.
10. How do you define brand name?
11. What is an example of brand licensing?
12. What are the 3 types of trademarks?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain fashion merchandising.

14. Explain the scope of merchandising in fashion industry.

15. Explain Fashion merchandising as a profession.

16. What is the purpose of sourcing?

17. Explain the factors for route-card.

18. Why promotions are more influenced in fashion industry?

19. Explain store based retailers.

20. Explain the types of ownership.

21. Explain fashion brands in fashion market.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain objectives of merchandising in apparel industry.

23. Explain Vendors, Sub-contractor, CMT, GSM, BOM, Lead time.

24. Write a note on merchandising process flow in apparel industry.

25. Explain marketing strategies in the fashion marketing.

(2×15=30)