21101503

QP CODE: 21101503

Reg No : .....

Name : .....

B.Voc Degree Examinations, JUNE 2021

Third Semester

B.Voc Fashion Technology and Merchandising

FTMG302 - FASHION MERCHANDISING AND MARKETING

2018 Admission Only

F7060DA8

Time: 3 Hours Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is Visual merchandising?
2. Write 4 objectives of merchandising.
3. What is the importance of 6 rights in merchandising?
4. What is Fabric merchandiser?
5. What is sourcing in apparel industry?
6. What is buyer sourcing?
7. What is route-card?
8. Write any four types of promotions.
9. What is market segmentation?
10. What is retailers?
11. What are the retail organization in India?
12. What is Brand License?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Explain the types of merchandising?

14. Explain the requirements and qualities of a merchandiser in apparel industry?

15. Write short note on customer profile , Sampling ,and GSM .

16. What is the importance of textile industry inIndia?

17. What is the difference between showroom and a store?

18. How to create a marketing calendar?

19. Explain the purpose of branding in apparel market?

20. Explain the strategy of brand canvas?

21. Explain trademarking a brand name?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain communication skill is an important factor in merchandising.

23. Write a note about the scope of merchandising in apparel industry.

24. Explain the different sectors of Indian textile industry.

25. Explain the importance of fashion marketing in apparel sector.

(2×15=30)