QP CODE: 25049710

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Reg No : .....

Name : .....

B.VOC DEGREE REGULAR / IMPROVEMENT / REAPPEARANCE / MERCY CHANCE EXAMINATIONS, NOVEMBER 2025

Third Semester

B.Voc Fashion Technology and Merchandising

FTMG302 - FASHION MERCHANDISING AND MARKETING

2018 Admission Onwards

64572CB4

Time: 3 Hours Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is Fashion?
2. Write any 5 duties and responsibilities of merchandiser.
3. What is communication skill?
4. What is mark up and mark down?
5. What are the Co-operatives?
6. What are the types of store layouts?
7. What is domestic sourcing?
8. What are the methods used in promotion of a fashion products?
9. What is the purpose of marketing calendar?
10. What is Brand License?
11. What are the 4 branding strategies?
12. What is trademark registration?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Explain the scope of merchandising in fashion industry.

14. Explain the importance of objectives of merchandising.

15. Explain the importance of visual merchandising in fashion marketing.

16. What is the importance of textile industry inIndia ?

17. How communication helps in the merchandising process flow in apparel industry?

18. Explain three levels of segmentation.

19. Explain store based retailers.

20. Explain multiple store unit.

21. What are the characteristics of an ideal brand name?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain Six Rights of merchandising.

23. Explain the scope of merchandising in the department of fashion merchandising of apparel industry.

24. Explain the nature and characteristics of Planning and Programming.

25. Write a note on 4P's and its importance in fashion marketing?

(2×15=30)