QP CODE: 24045193

24045193

Reg No : .....

Name : .....

B.VOC DEGREE REGULAR / IMPROVEMENT/REAPPEARANCE EXAMINATIONS, OCTOBER 2024

Third Semester

B.Voc Fashion Technology and Merchandising

FTMG302 - FASHION MERCHANDISING AND MARKETING

2018 Admission Onwards

00495918

Time: 3 Hours Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is Visual merchandising?
2. How does objectives of merchandising helps the apparel industry?
3. Write any 5 duties and responsibilities of merchandiser.
4. What is the difference between garment merchandising and fabric merchandising?
5. What are the advantages of textile industry?
6. How to organize a showroom?
7. What is route-card?
8. What is place?
9. How does promotions of fashion marketing influenced in customers?
10. What is branding?
11. Write brand name examples.
12. What are the types of Brands?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Write short note about Six Rights of merchandising.

14. How communication is important in coordination with different departments of a factory?

15. Explain the terminologies-Bill of material, order status report , production order and lead time.

16. What is the purpose of sourcing?

17. Explain Order review and its importance.

18. Explain the advantages of fashion marketing.

19. Explain retail strategies.

20. Explain multiple store unit.

21. Explain the importance of brand licensing.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Define merchandising and its types.

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

24. Powerloom and Handloom which one is more important in current fashion market. Explain.

25. Explain marketing calendar and its importance in fashion marketing.

(2×15=30)