21102288

QP CODE: 21102288

Reg No : .....

Name : .....

B.Voc Degree Examinations, SEPTEMBER 2021

Third Semester

B.Voc Fashion Technology and Merchandising

FTMG302 - FASHION MERCHANDISING AND MARKETING

2019 Admission Onwards

8BA656AC

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is merchandising?
2. How does objectives of merchandising helps the apparel industry?
3. What is Right Price, Right Product, Right Promotion, Right Time?
4. What is order status report?
5. What are the advantages of textile industry?
6. What are the common terms used in showrooms?
7. What is an order confirmation?
8. How does fashion marketing useful for consumers?
9. What is segmentation strategies?
10. What is fast fashion?
11. What is Brand License?
12. What is brand canvas?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Explain the importance of merchandising in the apparel industry.

14. Explain communication with buyer.

15. Write a short note on export merchandising .

16. Explain the types of sourcing.

17. Explain the elements or components of Planning.

18. Explain the advantages and disadvantages of promotions of fashion marketing.

19. Explain retail organization in India.

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

21. Explain the benefits of trademark registration in India.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Write a note on the duties and responsibilities of merchandiser.

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)