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**BFAD**  
**(SEM VI) THEORY EXAMINATION 2017-18**  
**FASHION MERCHANDISING AND MANAGEMENT**

*Time: 3 Hours*

*Total Marks: 100*

**Note: 1.** Attempt all Sections

**SECTION A**

**1. Attempt *all* questions in brief. 2 x 10 = 20**

Define the following:

- a. Merchandising
- b. Visual Merchandising
- c. Export Merchandiser
- d. Fashion Merchandiser
- e. Supply chain
- f. Lead time
- g. Marketing mix
- h. Buying house
- i. Export house

**SECTION B**

**2. Attempt any *three* of the following: 10 x 3 = 30**

- a. Write a brief note on fashion advertising and different kinds of advertising.
- b. Write a brief note on history of visual merchandising.
- c. Write a brief note on techniques of visual merchandising.
- d. What are the different types of display and display settings?
- e. Explain merchandising plan.

**SECTION C**

**3. Attempt any *one* part of the following: 10 x 1 = 10**

- (a) Write a note on forecasting sales.
- (b) Write a note on developing an assortment plan.

**4. Attempt any *one* part of the following: 10 x 1 = 10**

- (a) Write a note on concept of line development.
- (b) Write special events in advertising. (Fashion and trade shows)

**5. Attempt any *one* part of the following: 10 x 1 = 10**

- (a) Write note on wholesaling.
- (b) Write a note on different types of retail formats.

**6. Attempt any *one* part of the following: 10 x 1 = 10**

- (a) Write a note on retailing.
- (b) Write a note on planning and direction of promotions.

**7. Attempt any *one* part of the following:**

**10 x 1 = 10**

- (a) Write a note on publicity in terms of fashion promotions.
- (b) Write a note on color and texture in visual merchandising.