

V31/BFD205/EE/20160520

Time : 3 Hours

Marks : 80

Instructions :

1. All Questions are Compulsory.
 2. Each Sub-question carry 5 marks.
 3. Each Sub-question should be answered between 75 to 100 words. Write every questions answer on separate page.
 4. Question paper of 80 Marks, it will be converted in to your programme structure marks.
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1. Solve any **four** sub-questions.
 - a) Explain "time and action" calendar and its importance in merchandising. 5
 - b) Write note on Sourcing. 5
 - c) What is Letter of Credit? 5
 - d) Explain the scope of Fashion Business. 5
 - e) Define Merchandising with roles and responsibilities of Merchandiser. 5

2. Solve any **four** sub-questions.
 - a) Write a note on Quality Manual. 5
 - b) Explain in detail the cutting process of Apparel. 5
 - c) Explain Desk Loom. 5
 - d) What does a tech pack contain? Explain in details? 5
 - e) What is Supply Chain Management. 5

3. Solve any **four** sub-questions.
- a) Explain the 7P's of Marketing to 7C's of it. 5
 - b) Define Marketing Mix with its 4 elements. 5
 - c) Explain Ansoff Matrix. 5
 - d) Explain Product Life Cycle. 5
 - e) What is SWOT analysis? 5
4. Solve any **four** sub-questions.
- a) What is Visual Merchandising. 5
 - b) Explain GE Matrix. 5
 - c) Explain new product development stages. 5
 - d) Define Marketing Concept and company's orientation towards market place. 5
 - e) Define Marketing along with its scope. 5

