

S.No. 77

12PTF08

(For the candidates admitted from 2012–2013 onwards)

M.Sc. DEGREE EXAMINATION, NOVEMBER 2017.

Fourth Semester

Textiles and Fashion Designing

FASHION MERCHANDISING

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 5 = 25 marks)

Answer ALL questions.

1. (a) Explain about fashion marketing.

Or

(b) Write a note on marketing environment.

2. (a) Write about product Planning and development.

Or

(b) Describe about product mix and range planning.

3. (a) Write about communication and promotion for apparel marketing.

Or

- (b) Explain about personal selling.

4. (a) Write about export market environment.

Or

- (b) Explain about role of Merchandiser with Sampling department.

5. (a) Write about Cotton Textiles Export Promotion Council.

Or

- (b) What is the Need for Better Cost Information in the Public Sector?

SECTION B — (5 × 10 = 50 marks)

Answer ALL questions.

6. (a) Explain in detail about macro marketing environment process.

Or

- (b) Describe about classification of marketing.

7. (a) Write about classification of marketing function.

Or

- (b) Explain in detail about product line policies.

8. (a) Write in detail about fashion advertising department.

Or

- (b) Explain about fashion sales promotional programme for apparel marketing in detail.

9. (a) Explain about types of merchandising in detail.

Or

- (b) Write in detail channels of distribution.

10. (a) Describe about promotional activities of sellers meet.

Or

- (b) Give a detailed account on costing sheet in garment industry.
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