

S.No. 2098

12UTFE01

(For the candidates admitted from 2012–2013 onwards)

B.Sc. DEGREE EXAMINATION, NOVEMBER 2017.

Fifth Semester

Textile and Fashion Designing

Elective – FASHION MARKETING AND  
MERCHANDISING

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is product development?
2. Define marketing.
3. What do you mean by pre-buying activity?
4. Discuss about quality problems.
5. Government organisation activities involved in promotional activities. How?
6. What is buyer and seller meet?

7. List out the types of costing.
8. What is pricing?
9. Define advertisement.
10. What is personal selling?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Define fashion marketing.  
Or  
(b) What is product cycle?
12. (a) Describe the criteria in fabric selection.  
Or  
(b) What are quality requirements?
13. (a) What do you understand by promotional activities?  
Or  
(b) What is export market environment?
14. (a) Give the importance of costing.  
Or  
(b) What is bill of exchange?

15. (a) Describe about sales promotion.

Or

- (b) What is the merits of advertising?

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain merchandising in detail.
17. Elaborate the channels of distribution.
18. Discuss about the international market environment.
19. Explain about the merits and demerits of export pricing.
20. Discuss about retail management.