

Paper Code: 6208

Programme	Exam Code	Course Code
Bachelor of Science (Fashion Designing)	108606	BFDL-6231
Bachelor of Vocation (Textile Design & Apparel Technology)	111206	BVTL-6231

Semester-VI

**Course Title: Fashion Industry, Marketing and
Management
(50)**

Time Allowed: 3 Hours**Max Marks: 60**

**Attempt five questions in all, selecting one from each section.
Fifth question can be attempted from any section. Each
question carries equal marks (12).**

SECTION-A

1. Write in detail about Indian fashion market. Also Mention latest market size and Import - Export figures of this market.
2. Write about nature and scope of Indian Fashion Market.

SECTION-B

3. Discuss following levels of Industry
 - a. Level of Excellence
 - b. Level of Quantity