

Exam Code: 224602
(30)

Paper Code: 2291

Programme: Master of Science (Fashion Designing and Merchandising) Semester-II

Course Title: Fashion Merchandising and Marketing

Course Code: MFDL-2231 ✓

Time Allowed: 3 Hours

Max Marks: 70

Note:- Attempt five question in all, choosing at least one question from each section and fifth question from any section. Each question carries 14 marks.

Section-I

1. What is Marketing? Explain Marketing process and Market research.
 2. Write short notes on-
 - a. Marketing environment
 - b. Fashion market size
 - c. Domestic Fashion Market
 - d. Fashion market -Italy
- (4x3.5=14)

Section-II

3. Write the Role and responsibilities of Merchandiser.
- (14)

4. Write short notes on-
- a. Fashion business
 - b. Range development on the basis of Fashion calendar
- (7+7)

Section-III

5. Write short notes on-
- a. Digital platforms
 - b. Merchandize planning
- (7+7)
6. Write short notes on-
- a. Fashion Marketing
 - b. Digital marketing
- (7+7)

Section-IV

7. Write short notes on-
- a. Advertising and its types
 - b. Promotional stores
- (7+7)
8. Write short notes on-
- a. Publicity
 - b. Fashion Shows
- (7+7)

Exam Code: 224602
(30)

Paper Code: 2292

Programme: Master of Science (Fashion Designing and Merchandising) Semester-II

Course Title: Sustainable Fashion-Design for Change

Course Code: MFDL-2232 ✓

Time Allowed: 3 Hours

Max Marks: 70

Note: Students are required to attempt five questions in all, choosing at least one question from each section and fifth question from any section. All questions carry equal marks (14 Marks)

Section-A

1. Write a note on the following:
 - a) Define sustainability and explain its importance
 - b) Take back schemes
2. Define Carbon Footprint and explain the types of sustainable assessment tools

Section-B

3. Write a short note on Consumer best practices of using care labels and sharing.

4. Write a note on the following:

- a) Modular garments
- b) Trans-seasonal garments

Section-C

5. Write a short note on the following:

- i) Support local initiatives
- ii) Just and fair labour

6. Explain as very short notes:

- i) Recycling
- ii) Upcycling
- iii) Fast fashion
- iv) Biomimicry

Section-D

- 7. Write a note on designer as communicator and educator and how he/she can adopt good design practices.
- 8. Write a note on the work and life of one national/international sustainable fashion designer.

Paper Code: 4308

Programme	Exam Code	Course Code
Master of Science (Fashion Designing and Merchandising)	224604	MFDL-4231 ✓
Master of Vocation (Textile Design and Apparel Technology)	227104	MVTL-4231 ✓

Semester-IV

Course Title: Fashion Merchandising and Retailing
(40)

Time Allowed: 3 Hours**Max Marks: 80**

Note: Students are required to attempt five questions all, choosing one question from each section and fifth question from any section. All questions carry equal marks. (16 marks)

SECTION-A

1. Explain in detail about various retailing formats with the help of a flow chart.
2. Discuss
 - a) Store merchandise
 - b) Store operations

SECTION-B

3. Write about different special events which are organised for sales promotion in retail world.
4. Define Advertising, Also discuss types and channels of Advertising.

SECTION-C

5. What is chain store. Write in detail about any one National retail chain store.
6. Explain the role of Labels in retailing. Also discuss types of labels found on garments

SECTION-D

7. Write short notes on
 - a) Outlet stores
 - b) Discounters
8. Discuss Departmental stores and their characteristics.

Paper Code: 4309

Programme	Course Code	Exam Code
Master of Science (Fashion Designing and Merchandising)	MFDM-4232	224604
Master of Vocation (Textile Design and Apparel Technology)	MVTM-4232	227104

Semester – IV**Course Title: Communication Skills in English****Time: 3 Hours****Maximum Marks: 50**

Note: Attempt five questions in all, selecting atleast one question from each section. Fifth question may be attempted from any sections. Each question carries 10 marks.

Section – A

1. Explain the significance of Video conferencing.
2. Explain the application of Video conferencing in business management and marketing.

Section – B

3. Write a resume for the post of assistant professor in a university.
4. Write a resume for the post of sales manager in a leading MNC.

Section – C

5. Discuss the significance of modern forms of communication.
6. Write a public notice for change of name.

Section – D

7. Make sentences from the following idioms and also give their meanings:
 - a. A piece of cake
 - b. Better late than never
 - c. Break the ice
 - d. Cry over spilled milk
 - e. Food for thought
8. Give one word for the following:
 - a. One who totally abstains from drinking.
 - b. One who is interested in welfare of women
 - c. A pen name adopted by a writer
 - d. A woman who never gets married.
 - e. A person with strange habits