

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.

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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

Exam Code: 227104

Paper Code: 4307

**Programme: Master of Vocation (Textile Design and
Apparel Technology) Semester-IV**

Course Code: MVTL-4233 ✓

Course Title: Fashion Event Management and Media

Time: 3 Hours

Theory: 80

Note: Attempt five questions in all, selecting at least one question from each section. The fifth question may be attempted from any section. Each question carries 16 marks.

SECTION-A

1. How staging is an important part of Fashion Event?
Discuss in detail.
2. Explain importance of event along with 7 C's of event.

SECTION-B

3. Discuss in detail, the role of MEDIA in Fashion Industry.
4. What are the qualities required as a good Event Planner?
Explain.

SECTION-C

5. What are the challenges faced by the professional in Fashion event?
6. Describe the types of OUTDOOR EVENTS. Explain with examples.

SECTION-D

7. What is the difference between PUBLICITY and ADVERTISING? Explain.
8. How would you explain major SYNDROMS of PAGE 3?