



POORNIMA UNIVERSITY, JAIPUR.
MID SEMESTER EXAMINATION 2020-21 (ODD Semester)

School : School of Design & Arts
Course : II Year III SEM – B.VOC (Apparel Design)
Subject Name : Apparel Merchandising
Subject Code : BVA 03103

Max. Time: 1.5 hrs.

Max. Marks: 12

NOTE:- Attempt four questions. There is internal choice in Q. 1 & 2, Q. 3 & 4, Q. 5 & 6 & Q. 7 & 8.

Set-B (CO 3) (Max. Marks-6)

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|-----|-----|--|----------------|
| Q.1 | (a) | Explain international fashion center France. | Marks
(1.5) |
| | (b) | Explain international fashion center Italy. | (1.5) |

OR

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|-----|-----|---|-------|
| Q.2 | (a) | Explain international fashion center United states | (1.5) |
| | (b) | Explain international fashion center United Kingdom | (1.5) |
| Q.3 | (a) | Explain why is international fashion centers are important? | (1.5) |
| | (b) | Explain international fashion center Japan. | (1.5) |

OR

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| Q.4 | (a) | Explain what type of fashion is prevails in international fashion centers | (1.5) |
| | (b) | What are the factors that make united kingdom and unites states fashion so different? | (1.5) |

Sec-B (CO 4) (Max. Marks-6)

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| Q.5 | (a) | What are different products in fashion industry? | (1.5) |
| | (b) | Describe the home fashion products | (1.5) |

OR

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| Q.6 | (a) | Explain what are Apparel products. | (1.5) |
| | (b) | Explain what are Leather products. | (1.5) |
| Q.7 | (a) | Explain the importance of Fashion products. | (1.5) |
| | (b) | Explain importance of leather products in today's world. | (1.5) |

OR

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| Q.8 | (a) | Why are home fashion products important ? | (1.5) |
| | (b) | Explain the importance of Fashion industry | (1.5) |
