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Paper Code :DMS-238

Roll No.

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MBA-14 (Fashion Designing)
2nd Year Examination, Calendar Batch 2016
Apparel Marketing Merchandising

Time : 3 Hours]

[Max. Marks : 100

*Note. Attempt any **Five** questions. All questions carry equal marks.*

- Q.1** What is fashion? Write Fashion products & Services in detail.
- Q.2** Explain the benefits of (a) Regional and (b) Global Sourcing for national retailers.
- Q.3** What is Marketing? Write a short note on Fashion marketing concept.
- Q.4** What are the limitations of growth for fashion industry.
- Q.5** Write in detail about marketing infrastructure.
- Q.6** Describe the technology for apparel manufacturing?
- Q.7** Describe the disadvantage of Conglomeration.
- Q.8** What do you mean by fashion product positioning and pricing.