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**Paper Code :DMS-238
Roll No.**

**MBA-14 (Fashion Designing)
2nd Year Examination, Academic Batch 2017-18
Apparel Marketing Merchandising**

Time : 3 Hours]

[Max. Marks : 100

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

Q.1 How many types of production system are used in apparel manufacturing industry?

Q.2 What is fashion marketing and which are the approaches of fashion marketing?

Q.3 What do you mean by “Grey market”?

Q.4 What do you mean by apparel quality management?

Q.5 Explain the laws of Trade Agreements and their effect on production and planning of clothes.?

Q.6 Evaluate the benefits of:-

(a) Regional and (b) Global sourcing of national retailers

Q.7 How do you calculate the garment costing? Explain with an example.

Q.8 Explain the revenue model of apparel and textile industry?