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Roll No. ....

223151

**5th Sem. / Fashion Design  
Subject : Fashion Merchandising**

Time : 3 Hrs.

M.M. : 60

**SECTION-A**

**Note: Multiple Choice Questions. All Questions are compulsory. (6x1=6)**

- Q.1 What is LC  
a) Low Cut                  b) Letter of Credit  
c) Less cost                d) Light Carriage
- Q.2 What is FAS  
a) Free along ship        b) Fast and Safe  
c) First at ship            d) Free and safe
- Q.3 What is FOB  
a) Free of boat            b) Fast or block  
c) Free of bacteria        d) Free on board
- Q.4 What is FCA  
a) For cash account      b) Fast cash app  
c) Free carrier            d) Free cake app

- Q.5 What is CRF  
 a) Cost review forum  
 b) Coast & Freight  
 c) Carriage review forum  
 d) Cutting rate free
- Q.6 What is CPT  
 a) Cost per tier                  b) Cash per task  
 c) Carriage paid to              d) Carriage per task
- Q.14 What is the difference between Export house and buying house?  
 Q.15 What are the types of Fashion Merchandising?  
 Q.16 What is the role of merchandiser in buying agency?  
 Q.17 What are INCOTERMS?  
 Q.18 What is Fashion Merchandising?  
 Q.19 Discuss Product Mix.  
 Q.20 Define Accessories.  
 Q.21 What is Supply Chain?  
 Q.22 What is a manufacturing unit?

### **Section-B**

**Note:** Objective/Completion type questions. All questions are compulsory.  $(6 \times 1 = 6)$

- Q.7 What is Tech Pack?  
 Q.8 Define Cost Sheet.  
 Q.9 What is Trim Card?  
 Q.10 Define Merchandise.  
 Q.11 What are Staple goods?  
 Q.12 Define Accessories.

### **Section-D**

**Note:** Long answer questions. Attempt any two question out of three Questions.  $(2 \times 8 = 16)$

- Q.23 Discuss in Detail Principle and Scope of Fashion Merchandising.  
 Q.24 Discuss in Detail Concept and Objective of Product Development.  
 Q.25 Discuss in Detail Concept and Function of Fashion Marketing.

### **Section-C**

**Note:** Short answer type Question. Attempt any eight questions out of Ten Questions.  $(8 \times 4 = 32)$

- Q.13 What are the activities of Fashion Marketing?