

- Q.25 Name five fashion accessories.
- Q.26 Write a note on buying House .
- Q.27 What are the tasks of a merchandiser.
- Q.28 Discuss fashion forecasting.
- Q.29 Discuss backward costing.
- Q.30 Discuss trickle up theory .
- Q.31 Compare between fashion cycle of classic and fad fashion.
- Q.32 What is first pattern ?
- Q.33 What is retail price ?
- Q.34 Discuss in detail economic and social factors influencing fashion
- Q.35 What is trim card ?

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x10=20)

- Q.36 Discuss in detail fashion cycle and its types.
- Q.37 Discuss in detail principles of fashion.
- Q.38 Discuss in detail organizational structure of buying house.

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5th Sem / Fashion Technology Subject:- Fashion Merchandising /Fashion & App Merch.

Time : 3Hrs.

M.M. : 100

SECTION-A

Note: Multiple choice questions. All questions are compulsory (10x1=10)

- Q.1 T-shirt and jeans are an example of
- a) Hi- Fashion b) Fad
- c) Mass fashion d) Classic
- Q.2 Halter neck is an example of
- a) Hi- Fashion b) Fad
- c) Mass fashion d) Classic
- Q.3 Over sized belt is an example of
- a) Fad b) Hi- Fashion
- c) Classic d) Mass fashion
- Q.4 Saree is an example of
- a) Mass fashion b) Classic
- c) Hi- Fashion d) Fad

- Q.5 A short lived fashion is called
- a) Fad b) Hi- Fashion
- c) Classic d) Mass fashion
- Q.6 A fashion popular in celebrities is called
- a) Fad b) Mass fashion
- c) Classic d) Hi- Fashion
- Q.7 Which of the following is not type of fashion cycle ?
- a) Cycle wit in cycle b) Reoccurring cycle
- c) Design cycle d) Interrupted cycle
- Q.8 A document having all the details related to construction of a given garment
- a) Cost sheet b) spec sheet
- c) Answer sheet d) Trim card
- Q.9 _____ is the another name for ready to wear garments
- a) Avant Garde b) Haute couture
- c) Pret-e porter d) Boutique
- Q.10 _____ is the french name for innovative design idea.
- a) Avant Garde b) Haute couture
- c) Pret-e porter d) Boutique

SECTION-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 Define Boutique .
- Q.12 Define Haute Couture ?
- Q.13 What Hi-Fashion ?
- Q.14 What is Atelier ?
- Q.15 What is collection ?
- Q.16 What is style ?
- Q.17 Who is a Vendor ?
- Q.18 What is FOB ?
- Q.19 What is LC ?
- Q.20 Who is a buyer ?

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

- Q.21 Write a note on India's current position in the world apparel market
- Q.22 Write a note on sample approval process
- Q.23 Discuss sourcing and its features.
- Q.24 Write a note on fashion and its classification.