

- Q.26 Discuss griegie goods.
- Q.27 Write a note on spec sheet.
- Q.28 Compare between Boutique and Pret-e-Porter.
- Q.29 Discuss Sales Promotion.
- Q.30 Discuss Trickle down theory.
- Q.31 What is cost sheet?
- Q.32 What are the principles of fashion?
- Q.33 Discuss in detail environmental and Political factors influencing fashion.
- Q.34 What is buying plan?
- Q.35 Discuss types of Buying House.

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 Discuss in detail India's current position in the word apparel market.
- Q.37 Discuss in detail organizational structure of export house.
- Q.38 Discuss in detail theories of fashion.

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5th Sem. / Fashion Tech

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 Backless is an example of
- a) Hi-Fashion b) Fad
- c) Mass Fashion d) Classic
- Q.2 Over sized shirt is an example of
- a) Fad b) Hi-Fashion
- c) Classic d) Mass Fashion
- Q.3 Denim jeans is an example of
- a) Mass Fashion b) Classic
- c) Hi-Fashion d) Fad
- Q.4 A long lived fashion is called
- a) Fad b) Hi-Fashion
- c) Classic d) Mass Fashion

- Q.5 A fashion popular in Middle class is called
- a) Hi-Fashion b) Classic
- c) Mass Fashion d) Fad
- Q.6 Which of the following is not a stage of fashion cycle?
- a) Introduction b) Rise
- c) Peak d) Dip
- Q.7 Which of the following is not a type of fashion Theory?
- a) Trickle up b) Trickle back
- c) Trickle down d) Trickle across
- Q.8 _____ is a place where personal measurement garments are made
- a) Avant garde b) Haute couture
- c) Pret-e-Porter d) Boutique
- Q.9 _____ is the French name for finest dress making.
- a) Avant garde b) Haute couture
- c) Pret-e-Porter d) Boutique
- Q.10 The cost price of a good is its _____
- a) Actual price b) Price with loss
- c) Price with profit d) None of above

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SECTION-B

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

- Q.11 Define Couture.
- Q.12 Define Avant Garde.
- Q.13 What Fashion Trend?
- Q.14 What is Bespoke?
- Q.15 What is Accessory ?
- Q.16 Who is Merchandiser?
- Q.17 Who is Stylist?
- Q.18 What is CIF?
- Q.19 What is BOM?
- Q.20 Who is Consumer?

SECTION-C

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

- Q.21 Write a note on stages of fashion cycle.
- Q.22 Write a note on Discount store.
- Q.23 Discuss Fashion Merchandising.
- Q.24 Write a note on costing.
- Q.25 Compare between Classic and Fad.

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