

- Q.30 Briefly explain the working of Buying house.
 Q.31 Elaborate BOM.
 Q.32 Enlist various types of samples that are made in development stage of sample approval process.
 Q.33 Define Costing. What is costing.
 Q.34 Explain the term Pret-a-porter.
 Q.35 Explain CIF.

SECTION-D

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

- Q.36 What are various factors that affects fashion.
 Q.37 Explain the organisational structure of an export house.
 Q.38 Explain responsibility of a merchandiser in detail.

No. of Printed Pages : 4

182952/122952/032952

Roll No.

5th Sem / Branch : Fash. Tech.

Sub.: Fashion Merchandising / Fashion & App. Merch.

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 FAD is a ____ fashion.
 a) Short lived b) Long lived
 c) Never ending d) None of the above
- Q.2 Which of the below is a part of Fashion Cycle?
 a) Introduction b) Growth
 c) Decline d) All of the above
- Q.3 Which of the below is NOT an Accessory?
 a) Belt b) Bag
 c) Pant d) Cap
- Q.4 Which department in an export house is responsible to manufacture the orders?
 a) Designing b) Merchandising
 c) Marketing d) Production
- Q.5 Which of the below factors does not affects Fashion?
 a) Economic b) Medical
 c) Social d) Political

- Q.6 Bottom-up theory is otherwise known as :
- Trickle across
 - Trickle down
 - Trickle up
 - Reverse adoption theory
- Q.7 A fashion that lasts long is _____
- Classic
 - Interrupted fashion
 - Trend
 - Fad
- Q.8 A group of garments designed for a specific group:
- Classic
 - Collection
 - Buying
 - Apparel
- Q.9 Any paid message in the media used to increase sales:
- Advertising
 - Shopping
 - Buying
 - Retailing
- Q.10 Expand the term BOM :
- Bail of material
 - Bill of material
 - Bill of machine
 - Bank of material

SECTION-B

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

- Q.11 Classic is a _____ fashion.
- Q.12 PP sample stands for _____.
- Q.13 The person who shows creativity to develop new samples is known as _____.

(2) 182952/122952/032952

- Q.14 LC stands for _____.
- Q.15 The change in fashion is a revolutionary process. (T/F)
- Q.16 Define Forecasting.
- Q.17 _____ is a French word given to a place where dress marking is carried out.
- Q.18 Define Hi-Fashion.
- Q.19 PO stands for _____ in export house.
- Q.20 Which theory suggests that fashion can move at same Economic level?

SECTION-C

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

- Q.21 Explain Bottom - up theory of Fashion.
- Q.22 What is a Trim-card?
- Q.23 Explain any two fashion principles.
- Q.24 What is the concept of Haute-Couture?
- Q.25 What are the functions of Designing Department?
- Q.26 Explain the meaning of "Buying Plan".
- Q.27 With the help of a neat graph explain various stages of Fashion cycle in brief.
- Q.28 Draw a flowchart for sample approval process.
- Q.29 Differentiate between Hi-Fashion and mass fashion.

(3) 182952/122952/032952