

- Q.26 Discuss grige 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

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.