

- 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.

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.  $(10 \times 1 = 10)$

- 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.  $(12 \times 5 = 60)$

- 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