

- Q.24 What do you understand by Sourcing.
- Q.25 Briefly explain fashion cycle with the graphical presentation.
- Q.26 Give a brief idea of Specification sheet.
- Q.27 Explain the term backward costing.
- Q.28 Explain the difference between Fad and Classic.
- Q.29 Explain the work done by Production department of export house.
- Q.30 What is the use of salesman sample.
- Q.31 Explain the term BOM.
- Q.32 Explain Trickle-down theory of fashion.
- Q.33 What is style ? Who is stylists
- Q.34 What is difference between high fashion and Pret-a - Porter ?
- Q.35 Explain the term FOB.

SECTION-D

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

- Q.36 Explain in detail fashion principles.
- Q.37 Briefly explain India's current position in World Apparel/Textile market
- Q.38 Give the process sequence of sample approval process.

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5th Sem. / Branch : Fash. 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 The stage of fashion cycle at which the demand is rapidly increasing
- a) Peak b) Introductory
- c) Growth d) Decline
- Q.2 A person responsible to plan the raw material, production and delivery to buyer is named as
- a) Merchandiser b) Designer
- c) Marketing Manager d) Vendor
- Q.3 The sample made with actual fabric trims and accessories known as
- a) Initial sample
- b) FIT sample
- c) Pre-Production sample
- d) Shipment sample
- Q.4 Find the odd one out

- a) Zipper b) Button
c) Packaging paper d) Thread
- Q.5 A french word for designer workshop
a) Couture b) Atelier
c) Bespoke d) Avant Garde
- Q.6 Expand LC
a) Letter of credit b) Law of credit
c) Legal of credit d) Low on credit
- Q.7 A person employed to create ideas for garment or accessories in the fashion industry is
a) Buyer b) Consumer
c) Designer d) Customer
- Q.8 Collection is a group of garments designed for a specific
a) Season b) Market
c) Specific Segment d) Brand
- Q.9 _____ means a worldwide search for the best available fabrics for garment production at the best price
a) Fabric planning b) Marketing
c) Sourcing d) Trade fair
- Q.10 Pret-a-porter means
a) Men's tailoring b) Ready to wear
c) Custom made d) Tailored Clothing

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SECTION-B

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

- Q.11 Define Retail price.
- Q.12 GATT stands for General _____ on Trade and Tariffs
- Q.13 PPC stands for _____
- Q.14 Define costing.
- Q.15 Which theory suggest that fashion moves form Elite class people to lower income group
- Q.16 The person who leads the fashion are known as _____
- Q.17 All fashion and in excess (true/false)
- Q.18 The direction in which a fashion style is moving is known as _____
- Q.19 The office that procures garment form the manufactures and exports to other countries is called _____
- Q.20 CIF means _____

SECTION-C

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

- Q.21 Elaborate the phrase, "Every fashion reflects its Era"
- Q.22 What are the required skills of a merchandiser ?
- Q.23 Explain how does social factors affect fashion ?

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