

No. of Printed Pages : 4
Roll No.

223151

5th Sem. / Fashion Design
Subject : Fashion Merchandising

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple Choice Questions. All Questions are compulsory. (6x1=6)

Q.1 What is LC

- | | |
|--------------|---------------------|
| a) Low Cut | b) Letter of Credit |
| c) Less cost | d) Light Carriage |

Q.2 What is FAS

- | | |
|--------------------|------------------|
| a) Free along ship | b) Fast and Safe |
| c) First at ship | d) Free and safe |

Q.3 What is FOB

- | | |
|---------------------|------------------|
| a) Free of boat | b) Fast or block |
| c) Free of bacteria | d) Free on board |

Q.4 What is FCA

- | | |
|---------------------|------------------|
| a) For cash account | b) Fast cash app |
| c) Free carrier | d) Free cake app |

- Q.5 What is CRF
- Cost review forum
 - Coast & Freight
 - Carriage review forum
 - Cutting rate free
- Q.6 What is CPT
- Cost per tier
 - Cash per task
 - Carriage paid to
 - Carriage per task

Section-B

Note: Objective/Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 What is Tech Pack?
- Q.8 Define Cost Sheet.
- Q.9 What is Trim Card?
- Q.10 Define Merchandise.
- Q.11 What are Staple goods?
- Q.12 Define Accessories.

Section-C

Note: Short answer type Question. Attempt any eight questions out of Ten Questions. (8x4=32)

- Q.13 What are the activities of Fashion Marketing?

- Q.14 What is the difference between Export house and buying house?
- Q.15 What are the types of Fashion Merchandising?
- Q.16 What is the role of merchandiser in buying agency?
- Q.17 What are INCOTERMS?
- Q.18 What is Fashion Merchandising?
- Q.19 Discuss Product Mix.
- Q.20 Define Accessories.
- Q.21 What is Supply Chain?
- Q.22 What is a manufacturing unit?

Section-D

Note: Long answer questions. Attempt any two question out of three Questions. (2x8=16)

- Q.23 Discuss in Detail Principle and Scope of Fashion Merchandising.
- Q.24 Discuss in Detail Concept and Objective of Product Development.
- Q.25 Discuss in Detail Concept and Function of Fashion Marketing.