

17682

21415

3 Hours / 100 Marks

Seat No.

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Instructions : (1) All Questions are *compulsory*.

(2) Answer each next main Question on a new page.

(3) Illustrate your answers with neat sketches wherever necessary.

(4) Figures to the right indicate full marks.

(5) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

Marks

1. Define the following terms : (any TEN)

20

- (a) Vendor
- (b) Open-to-buy
- (c) Line Buying
- (d) Personal Selling
- (e) Sales Incentives
- (f) Sales Promotion
- (g) Advertising
- (h) Publicity
- (i) Visual Merchandising
- (j) Image Advertising
- (k) Merchandise or Promotional Advertising
- (l) Media
- (m) Direct Mail Advertising
- (n) Advertising Agencies

2. Answer any FOUR of the following :

16

- (a) What is the purpose of Fashion promotion ?
- (b) Explain the difference between Advertising and Publicity.
- (c) Discuss the types of Media used in Fashion promotion and give examples of how each reaches target groups
- (d) Explain how cooperative advertising works.
- (e) Why is it essential for a buyer to be involved in retail promotion ?
- (f) Why is visual merchandising important ?

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- 3. Answer any FOUR of the following : 16**
- (a) Explain what factors are involved in fashion forecasting.
 - (b) How do designers use trend and information services ?
 - (c) Explain the difference between Trade and Consumer Fashion Publications.
 - (d) How did the growth of a middle class affect fashion in the twentieth century ?
 - (e) Discuss global influences on the Fashion industry. (any 2 instances)
 - (f) Name and define the three components of fashion.
- 4. Answer any FOUR of the following : 16**
- (a) How does fashion acceptance affect the timing of design ?
 - (b) Describe the phases of a typical fashion acceptance cycle.
 - (c) Discuss the relationship of consumer acceptance to the fashion cycle.
 - (d) Explain the factors that should be considered in the choice of advertising media.
 - (e) Differentiate between Production shows and Multimedia production shows.
 - (f) Describe Trade shows and Press shows.
- 5. Solve any FOUR of the following : 16**
- (a) "Advertising is social waste." Critically examine this statement.
 - (b) Write about one international designer and about their style statement.
 - (c) Write in details about fashion photography techniques.
 - (d) Which points are considered while writing for print media – Print Report ? Discuss in details.
 - (e) Discuss about colour, fabric, style evolution for upcoming season.
 - (f) Write in short about Modeling Agencies.
- 6. Answer any FOUR of the following : 16**
- (a) Differentiate between negotiation with other and negotiation with self.
 - (b) Discuss in short about Media Ethics.
 - (c) Write in short about Dress Modesty and Sexuality.
 - (d) In fashion journalism, write down the role of various medium and culture.
 - (e) Write in short about Fashion Calendar.
 - (f) Write in short about 'Fashion School'.
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