

C-4561

Sub. Code

81151

B.Des. DEGREE EXAMINATION, APRIL 2025

Fifth Semester

Fashion Design

APPAREL MERCHANDISING

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by global Sourcing?
2. What do you mean by export house?
3. What is meant by order confirmation?
4. What is master planning?
5. What is trial run?
6. What is third party Inspection?
7. Define factory audit.
8. What is packing list?
9. Define advertising.
10. Define personal selling.

Part B

(5 × 5 = 25)

Answer **all** the questions choosing either (a) or (b)

11. (a) Classify exporters.

Or

- (b) Explain the reasons for vendor nomination.

12. (a) Explain the factors for route card.

Or

- (b) Explain about order review and its Importance.

13. (a) Explain about Inspection and its types.

Or

- (b) Explain about different types of approvals.

14. (a) Give the format of order sheet.

Or

- (b) Give the format of packing list.

15. (a) Elaborate on types of advertising.

Or

- (b) Write a brief note on advantages of trade shows and fairs.

Part C

(3 × 10 = 30)

Answer **all** the questions choosing either (a) or (b)

16. (a) Explain on company profile and its contents.

Or

- (b) Explain on vendor evaluation procedure.

17. (a) Explain different types of samples and sampling procedure.

Or

- (b) Explain the final Inspection procedure.

18. (a) Explain about letter of credit and its types.

Or

- (b) Explain about Journals and magazines related to apparel and textiles.
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81152

B.Des. DEGREE EXAMINATION, APRIL 2025

Fifth Semester

Fashion Design

FASHION PROMOTION AND MARKETING

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define Marketing.
2. What do you mean by Market environment?
3. What is grading and packaging?
4. What is product planning?
5. What do you mean by advertising budget?
6. Define Market research?
7. What is Personal Selling?
8. What is Diminishing pricing policy?
9. What is the disadvantage of electronic media advertising?
10. What do you mean by pricing policy?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Write about trends in Market environment.

Or

- (b) Explain about product life cycle concept.

12. (a) Write about product mix and its Importance.

Or

- (b) Illustrate on fashion and related cycles.

13. (a) Explain about limitations of print media advertisement?

Or

- (b) Give the structure of advertising department?

14. (a) Enlist the objectives of sales promotion.

Or

- (b) Enlist the Importance of communication in Sales Promotion.

15. (a) Explain about Internal factors Influencing the pricing of a fashion product.

Or

- (b) Explain about the external factors, Influencing the pricing of a fashion products.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain in detail the brand pyramid.

Or

- (b) Explain on product planning and development.

17. (a) Explain about Structure and functions of advertising agencies.

Or

- (b) Explain about fashion sales Promotional Programme for apparel marketing?

18. (a) Explain an Pricing policies and strategies adopted for apparel products.

Or

- (b) Explain about marketing mix concept with respect to apparel product.
