

TM242670U

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2024

2023 ADMISSIONS REGULAR

SEMESTER II - P.G. Diploma In Fashion Designing

FD2C04TPGD20 - Apparel Marketing and Merchandising

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. What is a window display?
2. What do you mean by an instore show?
3. Illustrate the diagrammatic representation of a free flow store layout.
4. Give the diagrammatic representation of a grid store layout.
5. What is an abstract mannequin?
6. What do you mean by lead time?
7. What is test marketing?
8. What is meant by Costing?
9. What is puckering?
10. Write about a designer studio.

Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. Differentiate between mannequins and dressforms.
12. What is the difference between free flow layout and race track layout of a store?
13. Discuss about the critical issues in store design.
14. What is the difference between a grid layout and a free flow layout?
15. Which are the three types of lighting used in a retail store?
16. Explain about route card with a diagram.
17. Explain in detail about a) Preproduction sample b) Original sample.
18. What are publicity campaigns?

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. Discuss about different types of fashion shows.
20. Discuss about the different types of dress forms.
21. Discuss about the role of a fashion buyer.
22. Write in detail about types of interior displays.

