

TB174010D

Reg.No.....

Name.....

B. Sc. DEGREE (C.B.C.S.S) EXAMINATION, MARCH 2025

(2017 & 2016 Admissions Supplementary)

SEMESTER IV- COMPLEMENTARY COURSE (APPAREL AND FASHION DESIGN)

FD4C03TB - FASHION MERCHANDISING AND MARKETING

Time: Three Hours

Maximum Marks: 80

PART A

I Answer all questions. Each question carries 1 mark

1. Define Merchandising.
2. Define marketing.
3. What are the four Ps in the marketing mix?
4. What is GSM?
5. What is a Logo?
6. What is called Lead time?

(6x1=6)

PART B

II Answer any seven questions. Each question carries 2 marks

7. Illustrate the logo of an International Apparel Brand.
8. What is CMT?
9. What is Quantitative research?
10. Define Secondary research.
11. Describe trademark.
12. Briefly describe Visual merchandising.
13. What is Mark up and Mark Down?
14. What is Range Planning?
15. List out the qualities needed for a fashion merchandiser.
16. Define Branding. What is its purpose?

(7x2=14)

PART C

III Answer any five questions. Each question carries 6 marks

17. Write the roles of a fashion merchandiser.
18. Explain the fashion marketing concept.
19. Explain the following
 - a) GSM
 - b) Customer profile
 - c) Range planning
 - d) Vendor
20. Which are the different types of Brands?

21. Explain Fashion advertising.
22. Write a note on Consumer buying behavior.
23. Describe what is SWOT Analysis.
24. Write on Customer Segmentation.

(5x6=30)

PART D

IV Answer any two questions. Each question carries 15 marks

25. Write an essay on Marketing mix.
26. Briefly describe the market research methods.
27. Explain Fashion Promotion. What are the methods used in fashion promotion?
28. Write in detail about the functions of a garment industry.

(2x15=30)