

Master Of Fashion Design (MFD) Fourth Semester OLD
MFD241 - Retail Management And Merchandising 4MFDT-1

P. Pages : 1

GUG/W/18/2155

Time : Three Hours



Max. Marks : 80

- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

1. a) Explain the factors for Buyer classification. 8
b) Explain the Role and Responsibilities of Retail Fashion Buyers. 8
- OR**
- c) Write in detail the Retail organisation structure for Buying & Selling. 8
d) Explain Buying network in Export. 8
2. a) Explain the term in detail 'Retail fashion Promotion' and different marketing channels. 8
b) Write a note on 'fashion Advertising' 8
- OR**
- c) Explain in details Relationship marketing. 8
d) Explain the role of IT application in Retailing. 8
3. a) Explain in details Fashion forecasting, Trend Analysis. 12
b) Write a note on canners in visual merchandising. 4
- OR**
- c) Explain in detail the Role and Responsibilities & merchandiser. 12
d) Explain creativity in display. 4
4. a) Explain the following terms in details. 4x4
1) Vendor management 2) Vendor relations. =16
3) Brands are labels 4) Discount
- OR**
- b) Write in details the following. 4x4
1) Time flow management. 2) Vendor matrix. =16
3) Global sourcing 4) Payment terms.
5. Write short notes **any four.** 4x4
a) Customer identification. b) Electronic data Exchange. =16
c) Elements of Design. d) Fashion calendar.
e) Vendor Partnership. f) Purchase order.
