

S.No. 2850

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(For the candidates admitted from 2012-2013 onwards)

B.Sc. DEGREE EXAMINATION,  
NOVEMBER/DECEMBER 2014.

Fifth Semester

Costume Design and Fashion

*Elective — FASHION MARKETING AND  
MERCHANDISING*

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define merchandiser.
2. Define marketing.
3. Define direct sale.
4. Define weaving.
5. What is promotion?
6. Write about AEPC and its role.

7. Define costing.
8. What are the merits of costing?
9. What is advertising?
10. Define sales promotion.

**PART B — (5 × 5 = 25 marks)**

Answer ALL questions.

11. (a) Explain in detail about the role of merchandiser.

Or

- (b) Explain about domestic market.

12. (a) Write a detail note on selection of fabric.

Or

- (b) Write in detail note on channels of distribution.

13. (a) Explain about the promotional activities.

Or

- (b) Explain in detail about buyers and sellers meet.

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14. (a) Explain about break-even point.

Or

- (b) Explain in detail about internal factors influencing price decisions.

15. (a) Write about personal selling.

Or

- (b) Give a detail note on the scope of advertising.

**PART C — (3 × 10 = 30 marks)**

Answer any THREE questions.

16. Explain in detail about the types of merchandising.

17. Explain in detail about the pre buying activity.

18. Write in detail about the international market environment.

19. Give short notes on merits of costing.

20. Explain in detail about the types of advertising.

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