



25019441

QP CODE: 25019441

Reg No : .....

Name : .....

**B.Sc DEGREE (CBCS) REGULAR/ IMPROVEMENT/ REAPPEARANCE / MERCY  
CHANCE EXAMINATIONS, FEBRUARY 2025**

**Fourth Semester**

B.Sc Apparel and Fashion Design Model III

**Complementary Course - AF4CMT05 - FASHION MARKETING AND  
MERCHANDISING**

2017 Admission Onwards

C4B8C7FA

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define Customer.
2. What are the two types of Marketing Research?
3. Quantitative research.
4. What is SWOT analysis?
5. What is an example of demographic segmentation?
6. Define Brand name.
7. Write any 4 retail outlet stores.
8. Write any 4 types of promotions.
9. What are the elements of visual merchandising?
10. What is sales promotion with examples?
11. Mark Down, Explain.
12. How many types of sampling are there?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Explain Fashion Marketing Concept.
14. Explain about 4p's of marketing.
15. What is psychographic segmentation? Why it is necessary?
16. Illustrate and 4 famous Brand logo with name.
17. Explain types of stores in retailing.
18. Write in detail about types of ownership.
19. Write in detail about types of Fashion show.
20. Explain the difference types of windows display.
21. Explain role of fashion buyer.

(6×5=30)

**Part C**

*Answer any **two** questions.  
Each question carries **15** marks.*

22. Explain the functions of fashion marketing.
23. What are the requirements for effective segmentation?
24. Explain in detail about retailing.
25. What is sample and types of samples used in merchandising?

(2×15=30)

