



QP CODE: 24026873



24026873

Reg No : .....

Name : .....

**BFT DGREE REGULAR / IMPROVEMENT / REAPPEARANCE EXAMINATIONSS ,  
OCTOBER 2024**

**Third Semester**

Bachelor of Fashion Technology

**COMPLEMENTARY COURSE - FT3CMT17 - FASHION MARKETING [T]**

2017 Admission Onwards

AC395ACD

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. Define unique Merchandising.
2. Name the different Mass Merchants.
3. How does a single store becomes a Chain store?
4. What are the advantages of local sourcing?
5. What do you mean by national sourcing?
6. What are the potential problems faced in international sourcing?
7. Write down about the Promotion Strategies.
8. Explain about Transportation.
9. Give a note on Marketing Plan Strategy and Objectives.
10. How can you do Data Analysis?
11. What do you mean by Visual Merchandising?
12. What are the different seasons and give an idea on how products can be arranged according to a season?

(10×2=20)

**Part B**

*Answer any **six** questions.*

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





13. Explain about any two types of Ownership.
14. Write a short note on non store retailing.
15. Briefly explain garment sourcing.
16. Distinguish between directional and comparative shopping.
17. List down different marketing techniques and it's advantages.
18. Write a short note on Price structure.
19. Explain different Primary Research methods.
20. Describe about Brand Instore Shops.
21. What are the different display techniques used for Visual merchandising?

(6×5=30)

### **Part C**

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

22. Explain about retail organization.
23. Write an essay on Fashion Buyer.
24. Write an essay on Marketing.
25. Explain in detail the consumer behaviour and customer profile sregmentation.

(2×15=30)

