

2065
Advanced Diploma Course (Add-on)
Fashion Designing
Paper –A: Fashion Designing and Merchandising

Time allowed: 3 Hours

Max. Marks: 50

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit.

x-x-x

- I. Define the following:-
- a) Product planning (1)
 - b) Customer profile (1)
 - c) Market trends (1)
 - d) Customer profile (1)
 - e) Buyer (1)
 - f) Seller (1)
 - g) Retailing (1)
 - h) Forecasting (1)
 - i) Two renowned Indian designer (2)

UNIT - I

- II. Write down the fashion adoption theories in detail. (10)
- III. What are sources of inspiration for fashion design? Explain in detail. (10)

UNIT - II

- IV. What are the factors that affect design application? Explain in detail. (10)
- V. Discuss the profiles of any two renowned western fashion designer. (10)

UNIT - III

- VI. What is merchandising? Explain the different factors that affect merchandising. (10)
- VII. What is fashion forecasting? Explain its significance in product planning. (10)

UNIT - IV

- VIII. What are sales promotion techniques? Explain in detail. (10)
- IX. Write short notes on:
- a) Sourcing of fabrics
 - b) Communication with buyer and seller (2x5)

x-x-x