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**School of Architecture and Design****Bachelor of Science in Fashion Design  
Semester End Examination - Nov 2023****Duration : 180 Minutes  
Max Marks : 100****Sem V - B1UB503T - Marketing and Merchandising**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) What is the scope of merchandising? K1 (2)
- 2) What is a specialty store? K2 (4)
- 3) Discuss the principles for visual merchandising. K2 (6)
- 4) Assess the competitive behavior of retail institutions. K3 (9)
- 5) Evaluate the impact of legal issues in retailing. K3 (9)
- 6) Analyze the retail internal and external environments. K5 (10)
- 7) Evaluate the role of marketing theories and principles in fashion promotion. K4 (12)
- 8) Evaluate the role of buying preparation and assortment planning in merchandise management. K5 (15)
- 9) Critically assess the role and impact of fashion merchandise management. K5 (15)
- 10) Evaluate the competitive behavior of retail institutions and its impact on the market. K6 (18)