

**MANIPAL UNIVERSITY****SIXTH SEMESTER B. DES. (FD) DEGREE EXAMINATION – MAY 2017****SUBJECT: BFD 306 – FASHION MERCHANDISING**

Monday, May 08, 2017

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

- ✍ Answer any FIVE full questions.  
✍ Any missing data to be assumed suitably.

- 1A. Explain the different types of retailing.  
1B. What are the 7 'P's of marketing? Explain.  
1C. Write the different forms of ownership.

(3+3+4 = 10 marks)

- 2A. Explain the retailer's relationship with customers.  
2B. Briefly explain the entry strategies.  
2C. Differentiate between direct investment and franchise in retailing.

(3+3+4 = 10 marks)

- 3A. Explain the term demand risk.  
3B. How do you identify the critical paths in supply risk?  
3C. Explain the different modes of logistics used in supply chain management.

(3+3+4 = 10 marks)

- 4A. What are the principles of visual merchandising?  
4B. Explain the store elements of visual merchandising.  
4C. What are the different types of fixture's used in the store?

(3+3+4 = 10 marks)

- 5A. What is merchandised plan?  
5B. Describe brand strategy.  
5C. What are the different methods of budgeting?

(3+3+4 = 10 marks)

- 6A. What is fashion merchandising?  
6B. Explain the method of preparing sales forecast.  
6C. What are the key concepts and steps for a successful brand strategy?

(3+3+4 = 10 marks)

