

**MANIPAL UNIVERSITY****FIRST SEMESTER M.A. (FM) DEGREE EXAMINATION – NOVEMBER 2017****SUBJECT: MAFD 501 – FASHION MERCHANDISING AND MANAGEMENT**

Saturday, November 11, 2017

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

✍ Answer any FIVE complete questions from the following.

1. Briefly explain the managerial grid as an approach to defining leadership styles.  
(10 marks)
2. Explain the following terms with examples:
  - 2A. Product Category
  - 2B. Product Line
  - 2C. Product Type
  - 2D. Product Variant

(2½ marks × 4 = 10 marks)
3. Explain the approaches that can be adopted by a manager for managing conflicts.  
(10 marks)
4. Explain the informational and decisional roles that a manager needs to possess.  
(10 marks)
- 5A. What are the benefits of branding to a manufacturer?  
5B. Write down the challenges faced in international sourcing.  
(5+5 = 10 marks)
6. What is fashion movement? Explain the different theories of fashion movement.  
(10 marks)

