

**MANIPAL ACADEMY OF HIGHER EDUCATION**  
**SIXTH SEMESTER B. DES. (FD) DEGREE EXAMINATION – APRIL 2018**  
**SUBJECT: BFD 306 – FASHION MERCHANDISING**

Monday, April 23, 2018

Time: 10:00 – 13:00 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. Explain market penetration and diversification 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)

