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MANIPAL ACADEMY OF HIGHER EDUCATION

FIRST SEMESTER M.A. (FM) DEGREE EXAMINATION – NOVEMBER 2018

SUBJECT: MAFD 501 – FASHION MERCHANDISING AND MANAGEMENT
(REGULAR/PART TIME)

Friday, November 02, 2018

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

✍ Answer any FIVE complete questions from the following.

1A. Write the critical success factors when selecting a vendor.

1B. Describe the purpose of short term forecasting.

(5+5 = 10 marks)

2. Which are the important designer terminologies in the fashion business?

(10 marks)

3. Write short notes on:

3A. New Product Pricing Strategies

3B. Service Quality Dimensions in Retail

(5+5 = 10 marks)

4. Define leadership. Explain the leadership styles based on the use of authority.

(10 marks)

5. 'Organizations need to put in place certain key practices for building the culture of team-based working'. Explain.

(10 marks)

6A. Explain the importance of research and idea generation in fashion merchandising.

6B. Briefly explain the statement "From couture to high street".

(5+5 = 10 marks)

