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**MANIPAL ACADEMY OF HIGHER EDUCATION**

**FIRST SEMESTER M.A. (FM) DEGREE EXAMINATION – NOVEMBER 2019**

**SUBJECT: MAFD 501 – FASHION MERCHANDISING AND MANAGEMENT  
(2016 SCHEME)**

Monday, November 18, 2019

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

✍ Answer any FIVE complete questions from the following.

1A. Write a brief note on inter-personal roles of a manager.

1B. Briefly explain the reasons behind team conflicts.

(5+5 = 10 marks)

2. Explain the promotional pricing strategies adopted by retailers.

(10 marks)

3. Define Management. Explain the characteristics of management.

(10 marks)

4A. Briefly explain the success factors in vendor selection.

4B. What are the different types of budget?

4C. Write any two function of stores management.

(3+3+4 = 10 marks)

5A. Explain the importance of research and idea generation in fashion merchandising.

5B. Briefly explain the statement “From couture to high street”.

(5+5 = 10 marks)

6. What is fashion movement? Explain the different theories of fashion movement.

(10 marks)

