

1126

B.A./ B.Sc. (General) Fifth Semester  
Fashion Designing  
~~Paper~~ A: Fashion Designing and Merchandising  
(In all mediums)

Time allowed: 3 Hours

Max. Marks: 40

**NOTE** Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Write short notes on the following:-

- a) Fashion Forecasting
- b) Any one international fashion designer
- c) Marketing trends
- d) Sourcing of trims

(4x2)

**UNIT - I**

II. Define fashion? Explain the various theories of fashion adoption?

(8)

III. Discuss the various sources of inspiration for fashion designing?

(8)

**UNIT - II**

IV. Explain the various factors which affect the design application for various age groups?

(8)

V. Name any four Indian fashion designers and give their detailed profile?

(8)

**UNIT - III**

VI. Explain the various factors which influence the merchandising?

(8)

VII. Write the role and responsibilities of merchandiser?

(8)

**UNIT - IV**

VIII. Enlist the various sales promotion techniques and explain any two of them in detail?

(8)

IX. Discuss the features of customer profile in detail?

(8)

x-x-x

(Hind and Punjabi versions enclosed)

P.T.O.