



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
END TERM EXAMINATION - JAN 2023**

Semester : Semester V - 2020

Course Code : BDF305

Course Name : Sem V - BDF305 - Fashion Merchandising

Program : B. Design - FD

Date : 13-JAN-2023

Time : 9.30AM - 12.30PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.

PART-A

ANSWER ALL THE FOLLOWING QUESTIONS

5QX6M = 30M

1. Explain the functions of buying house in detail.
(CO1) [Knowledge]
2. Explain briefly about operational breakdown and its applications.
(CO1) [Knowledge]
3. Explain export documentation with their terminologies and their objectives.
(CO2) [Knowledge]
4. Explain AIDA technique for retailing in detail.
(CO3) [Knowledge]
5. Elaborate on the importance and functions of fashion retailing.
(CO3) [Knowledge]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS

3QX10M = 30M

6. Explain the following processes of finishing department - trimming, washing, pressing, packing and shipment.
(CO1) [Comprehension]
7. Describe the 4Ps of Marketing in detail.
(CO3) [Comprehension]
8. Briefly explain the different types of channels of distribution and their importance.
(CO3) [Comprehension]

PART-C

VIVA / JURY

1 X 40M = 40M

9. Provide explanation to the jury clarifications for the presented topic.
(CO3) [Application]
