**MSCFD/S/250**

**Second Semester M.Sc. in Fashion Design**

**Examination Aug/Sep-2015**

**Merchandising in Apparel & Fashion Industry**

**Time:-3Hours Max. Marks: - 80**

**SECTION-A**

 **Answer any five questions. (6\*5)**

1. Write an introduction to apparel industry.
2. How many types of business?
3. Define international trade.
4. What do you mean by market?
5. Distinguish between the labeling and licensing.
6. What do you mean by merchandising?
7. Enlist the types of buyers.

**SECTION-B**

 **Answer any two questions. (10\*2)**

1. Give an organization of the apparel business.
2. Discuss the retailer’s and whole sailer’s strategies for merchandise distribution.
3. Enumerate the sourcing flow and purchases of marketing.

**SECTION-C**

 **Answer any two questions. (15\*2)**

1. Define export document. Also explain the various types of it.
2. Enumerate the pre-shipment and post-shipment.
3. Elaborate the exchange control regulation with an example.