

**B.Sc. LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term-End Examination

December, 2012

BFW-065 : MANAGEMENT-IV

Time : 3 hours

Maximum Marks : 70

Note : *Answer all questions. All questions carry equal marks.*

1. What are the roles of packaging and labelling in international marketing ? 10
2. What do you understand by fashion life cycle ? 10
3. What do you understand by fashion merchandising in retail industry ? 10
4. Elaborate the statement – “Sampling is a process”. 10
5. Write short notes on *any two* of the following : 5+5
 - (a) Terms of Payment
 - (b) Export Markets
 - (c) Export Documentation
 - (d) Import Documentation

6. What do you understand by quality management and control ? 10
 7. In your opinion how merchandising and fashion industry works ? 10
-