

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

Term-End Examination

June, 2012

BFW-065 : MANAGEMENT-IV

00165

Time : 3 hours

Maximum Marks : 70

Note : Attempt *all* of the questions.

All question carry *equal* marks.

1. What do you understand by sampling process ? 10
Discuss with suitable examples.

OR

Explain merchandising in fashion industry with examples.

2. Discuss packaging and labelling in retail industry. 10

OR

Discuss your understanding about export markets.

3. What do you understand by fashion line ? 10

OR

Discuss fashion life cycle with suitable examples.

4. What do you understand by terms of payment ? 10

5. Write short notes on *any two* of the following : 5+5

- (a) Multinational Marketing
- (b) Multi regional Marketing
- (c) Benefits of international marketing

6. What are the objectives and functions of World Trade Organisation (WTO) ? 10

OR

What do you understand by Intellectual Property Rights ?

7. What do you understand by International Business ? 10

OR

Give a brief account of industrialization of developing countries.
