

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

Term-End Examination

December, 2016

00473

BFW-065 : MANAGEMENT – IV

Time : 3 hours

Maximum Marks : 70

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

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

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 : $2 \times 5 = 10$

- (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 Industrialisation of developing countries.