

**M.Sc. FOOTWEAR TECHNOLOGY
(MSCFWT)**

Term-End Examination

00350 December, 2017

MFW-035 : MARKETING AND MERCHANDISING

Time : 3 hours

Maximum Marks : 70

Note : Attempt any **seven** questions. All questions carry equal marks.

1. Explain the fashion life cycle with one product as an example. How is it different from product life cycle ? 10

2. List down the various types of merchandisers. Explain any four in detail. 10

3. Identify different management processes. Explain the ways the management process works. Explain with the help of suitable examples. 10

4. Discuss the duties and responsibilities of a merchandiser. 10

5. What is Segmentation ? On what basis is the segmentation of the following done ?
- (a) Garnier hair colour
 - (b) Liberty shoes 10
6. What is the importance of consumers of fashion ? How do demographic and psychographic factors help the industry to determine target markets ? 10
7. Explain the role of colour in the fashion industry. 10
8. Write short notes on any **two** of the following : 2×5=10
- (a) Style
 - (b) Cost
 - (c) Silhouette
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