(OE-office
KMU III (E)
16/5/24

Exam Code: 217504 **Paper Code: 4271**
(30)

Programme: Master of Science (Fashion Designing and Merchandising) Semester-IV

Course Title: Communication Skills in English

Course Code: MFDM-4232

Time Allowed: 3 Hours **Max Marks: 40**

Note: Attempt one question from each section.Each question carries 10 marks.

Section - A

1. Explain in detail the meaning of Video Conferencing? How it can be beneficial for us?
   Or
   How can we apply video conferencing in Business and Marketing? (1x10=10)

Section B

2. Write a technical report on the air pollution in your locality.
   Or
   Write a technical report on the rising cases of crime against women in your locality. (1x10=10)

Section C

3. Write a notice for the auction of rare furniture items.

   Or

   Explain in detail Rag Trade, Merchandise

(1x10=10)

Section D

4. Write a resume along With job application for the post of sales executive in a reputed company.

   Or

   Write a resume along with job application for the post of Lecturer in Fashion Designing.

(1x10=10)

Paper Code: 4314

(40)

Master of Science (Fashion Designing and Merchandising)
Semester-IV
Exam Code-217504
Course Code: MFDL-4231

Master of Vocation (Textile Design and Apparel Technology) Semester-IV
Exam Code-218704
Course Code: MVTL-4231

Course Title: Fashion Merchandising and Retailing

Time Allowed: 3 Hours **Max Marks: 80**

Attempt FIVE questions in all, selecting at least ONE question from each Section. Fifth question can be attempted from any section. Each question carries equal marks (16 marks)

Section-A

1. What is Retailing? Discuss various store and non-store retailing formats?
2. Discuss
   a) Store operations
   b) Store merchandise

Section-B

3. What do you know about visual merchandising? Explain different elements used in window and interior displays?
4. Give brief description of
   a) Advertising
   b) Publicity

Section-C

5. Define chain store? Write about any one national retail chain store?
6. Write in detail about Brands, their elements and role of Brands in Marketing?

Section-D

7. What do you know about Departmental stores and their role in retail world?
8. Define Mass Merchants? What do you know about different types of Mass Merchants?