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VI Semester B.Sc. (FAD) Degree Examination, August/September - 2023

**FASHION AND APPAREL DESIGN****Fashion Business Management**

(CBCS Scheme - Fresher + Repeaters)(2019-20 Onwards)

Paper : FAD601

Time : 3 Hours

Maximum Marks : 100

**Instructions to Candidates:**

All Sections are compulsory.

**SECTION - A****I. Answer All the questions.**

(15×2=30)

1. Define Direct Marketing.
2. What are conventional marketing channel?
3. Define Licensing.
4. What is Boutique management.
5. Define Visual communication.
6. Define Brand.
7. What is window display?
8. Define Entrepreneurship.
9. List any two types of corporations.
10. What is space planning?
11. Define Royalty.
12. What is working capital?
13. What is Term loan?
14. Define GST.
15. What is promotional flow?



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**SECTION - B**

**II. Answer any Five of the following**

**(5×6=30)**

16. Write a note on luxury brands.
17. Explain the role of entrepreneur in fashion business.
18. Write in detail fashion brand licensing and its types?
19. What is the difference between Multi channel and Omni channel marketing system?
20. How does brand licencing works. Explain.
21. List and Explain the forms of ownership.
22. What are the procedures followed to setup a new venture.

**SECTION - C**

**III. Answer any Five of the following.**

**(5×8=40)**

23. List the types of Marketing channels and explain in details.
  24. What are the advantage and disadvantage of partnership limited.
  25. What are the effective marketing strategies for a fashion brand?
  26. What are the qualities of an successful entrepreneur?
  27. Discuss in detail the government schemes of India for start ups.
  28. What are the elements of boutique management? Explain in detail.
  29. Write in detail on e-commerce sales and Explain its benefits.
  30. Write a short note on:
    - a) Project financing
    - b) Inventory control
    - c) Brand Image
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