

Exam Code: 111206

Paper Code: 6210

Bachelor of Vocation (Textile Design and Apparel Technology)
Semester VI
Fundamentals of Retailing
BVTL-6232

Time – 3 hours

Max Marks- 80

Note – Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section. All questions carry equal marks (16)

SECTION-A

Que.1. What do you mean by Retailing? Explain the functions of retailing in detail. (2,14)

Que.2. What is the importance of retailing? Write about the changing trends in retailing. (8,8)

SECTION-B

Que.3. Why it is important to understand the retail consumer behaviour? Explain the factors influencing the retail consumer. (6,10)

Que.4. Write Short note on –

a). Customer decision making process

b). Market research for understanding retail consumer

(8,8)

SECTION-C

Que.5. Write about the kinds of markets. Explain 4 M's of marketing. (8,8)

Que.6. Define retail Strategy. Write about the strategies for penetration of new markets. (2,14)

SECTION-D

Que.7. What is the importance of retail location? Explain the steps involved in selecting a retail location. (6,10)

Que.8. Mention and explain the various factors determining the retail location decision. (16)

Exam Code: 111206

Paper Code: 6211

Programme: Bachelor of Vocation (Textile Design & Apparel Technology)

Semester: VI

Course Title: History of Art in Textile

Course Code: BVTM-6233

Time Allowed: 3 Hours

Max Marks: 50 Marks

Note: Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section. Each question carries (10) equal marks.

Section- A

Q1-What are the historical origins and cultural significance of Kalamkari Textile. (10)

Q2-How does Dabu Printing contribute to the rich tapestry of India's textile heritage ? (10)

Section- B

Q3-What are the cultural origins and unique characteristics of Sangneri textile? (10)

Q4- Explain the production process and its symbolic motifs commonly found in Mashru textiles and their contemporary relevance in the global fashion. (10)

Section- C

Q5-Discuss the historical significance of Chamba Rumal embroidery and motifs used. (10)

Q6-Write a brief note on Kantha embroidery highlighting its origin and motifs with diagrams. (10)

Section-D

Q7-Highlight the weaving process of Pochampalli textiles and their impact on contemporary fashion and design trends. (10)

Q8- Discuss the weaving of Jamdani textile, its evolution over time and key motifs. (10)

Paper Code: 6212

(60)

Bachelor of Science (Fashion Designing) Semester-VI

Exam Code-108606

Course Code: BFDL-6231

**Bachelor of Vocation (Textile Design & Apparel
Technology) Semester-VI**

Exam Code-111206

Course Code: BVTL-6231

**Course Title: Fashion Industry, Marketing and
Management**

Time Allowed: 3 Hours

Max Marks: 60

**Note: Attempt five questions, selecting one question from
each section. Fifth question can be selected from any
section. All questions carry equal marks (12 marks)**

Section A

1. Write in detail about the scope of Indian fashion industry?
12
2. Discuss global fashion industry. Support your answer with
latest advancements and figures of fashion industry?
12

Section B

3. Which is the highest level of fashion industry? Write in detail about its working formats? 12
4. What do you know about 'pret-a-porter' level of Fashion Industry? 12

Section C

5. Define Marketing Mix? Also discuss 4 P's of Marketing? 12
6. Write in detail about all the steps involved in marketing research and its importance? 12

Section D

7. Discuss
 - a) Micro marketing environment
 - b) Macro marketing environment 2X6=12
8. What is marketing? Explain in detail the marketing concept? 12