

FASHION DESIGN ASSIGNMENT

ASSIGNMENT NO. 2

Program: B.Tech. 3rd Year. / 6th Semester.

Course: Fashion Design

Subject Name: Fashion Merchandising & Management

Subject code: BTFD-322

Submission Date: 20 April 2018

Instructions:

- 1. Write the responses to the assignment in your own handwriting.**
- 2. Submit the responses to your HOD within the due date.**
- 3. Write your name, program and enrollment number clearly at the top of the Pages**

Q.1.

- a) You are aware about fashion market. If yes, discuss the role and importance of merchandising.
- b) Answer any two of the following.
 - 1) Fundamental supply chain.
 - 2) Fashion forecast.
 - 3) Fashion retailing.

Q.2.

- a) What do you know about the fashion market? Explain.
- b) Explain and discuss about the fashion advertising and its types.