



12. (a) Discuss the type of communication the merchandising has with buyer and consumers.

Or

- (b) Discuss the influence of trade fairs & fashion shows in promoting fashion products.
13. (a) Explain the different stages of fashion cycle with suitable examples.

Or

- (b) Describe the methods of sourcing the accessories such as buttons, zippers and labels.
14. (a) Explain the various aspects of product development with suitable example.

Or

- (b) Describe the effect of visual merchandising on consumers. Explain types of merchandising.
15. (a) Explain the use of computer for effective merchandising

Or

- (b) Discuss the factors that effect the export of apparel products.
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