

Q.24 Discuss Customer Relationship Management. What is its importance?

Q.25 Write short note on any two of the following:

- a) Destination store
- b) Consumer versus Customer
- c) Elements of Retail mix

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3rd Sem / Fashion Design

Subject : Fashion Retailing

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

Q.1 Mark ups are done to _____ the price of a garment.

- a) Decrease b) stable
- c) increase d) highly decrease

Q.2 _____ is an advance type of Retailing .

- a) Store based Retailing
- b) E-retailing
- c) Door-to-door Retailing
- d) None of the above

Q.3 Which among the following is an element of Visual merchandising?

- a) Window display b) color
- c) Space d) All of the above

Q.4 CRM stands for_____

- a) Customer Relationship management
- b) Customer Rights management
- c) Customer Rotation management
- d) Customer Region management

Q.5 Black Box is a study of_____.

- a) Consumer finance b) Consumer relations
- c) Consumer Mind d) Consumer family

Q.6 The activities carried out to increase sales are included in_____

- a) Selling b) Sales promotion
- c) packing d) both a & b

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

Q.7 Mark down

Q.8 Name any one element of visual merchandising.

Q.9 Define profit.

Q.10 Give one example of Hyper market.

Q.11 Name any one element of Retail mix.

Q.12 What is inventory shrinkage?

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

Q.13 Write a short note on store-based retailing.

Q.14 What is the importance of Visual Merchandising?

Q.15 Write in brief about product in reference to Retail Mix.

Q.16 Differentiate between Discount store and Specialty store.

Q.17 Discuss the methods of applying CRM in a company.

Q.18 State any two characteristics of Empowered Customer.

Q.19 Explain the functions of Retailer.

Q.20 Explain customer satisfaction.

Q.21 Discuss any two factors which effect consumer's buying behavior.

Q.22 Define party plan.

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

Q.23 Explain the various types of Retailing with examples.