

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

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

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

**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

