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   Cost price of a garment is the:

a)   actual price   b)   Price with profit

c)   price with loss   d)   none of the above

Q.2   _____store has deep assortment of one type of product.

a)   Specialty Store   b)   Discount Store

c)   Retail store   d)   Warehouse

Q.3   Visual Merchandising is done to_____ the sales.

a)   Decrease   b)   Improve

c)   No effect   d)   Flattened

Q.4   Selling price is always _____ than manufacturing price.

SECTION-D

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

Q.23 Explain Visual merchandising and the elements involved in Visual Merchandising.

Q.24 Define Retail mix with the help of neat diagram.

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

a)   Consumer Buying behaviour

b)   Inventory shrinkage

c)   Discount store

a) Greater   b) Lesser

c) Equal to   d) all of the above

Q.5 Sales promotion is an activity to_____

a) Manufacture goods   b) Attract customer

c) Bargaining   d) all of the above

Q.6 E-Retailing is_____ than manual retailing

a) Faster & economical

b) Difficult & complicated

c) none of the above

d) both a & b

SECTION-B

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

Q.7 Retailing

Q.8 Name any one method of Markup

Q.9 Define Empowered Consumer

Q.10 Give one example of Specialty store

Q.11 List any one factor which affect consumer behavior

Q.12 Name any one method of Improving CRM.

SECTION-C

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

Q.13 Write short note on retailing.

Q.14 Explain any one method of Sales Promotion.

Q.15 Discuss any two factors that influence retail
consumer.

Q.16 Differentiate between e-retailing and retailing

Q.17 Explain one method of establishing CRM.

Q.18 State any two benefits of Visual Merchandising.

Q.19 Differentiate between consumer and customer.

Q.20 Explain Empowered customer.

Q.21 What do you mean by retail mix.

Q.22 Define e-retailing.