3rd Sem.
Branch : Fashion Design
Sub.: Fashion Retailing

Time : 3 Hrs.   M.M. : 60

SECTION-A

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

Q.1   In Retailing there is direct interaction with_____.

    a) Wholesaler   b) Customer

    c) Producer   d) All of the above

Q.2   Choose the other words for "Inventory".

    a) Stock   b) Discount Store

    c) Retailing   d) Warehouse

Q.3   Which store has very deep assortment?

    a) Departmental   b) Discount

    c) Speciality   d) Retail

Q.4   Personal factors that affect consumer behaviour are :

    a) Age   b) Gender

    c) Family Circle   d) All of the above

Q.5 POS stands for _____.

 a) Point of stop b) Point of shape

 c) Point of Sale d) Point of still

Q.6 Which technique can be used to improve sales?

 a) Visual Merchandising b) CRM

 c) Advertisement d) All of the above

SECTION-B

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

Q.7 Factor that affect consumer mind.

Q.8 Physical environment.

Q.9 Party Plan.

Q.10 Types of retailing.

Q.11 Distribution.

Q.12 Wholesale.

SECTION-C

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

Q.13 Write any four functions of a Retailer.

Q.14 Discuss the importance of Customer satisfaction.

Q.15 Write any two reasons of Inventory shrinkage.

Q.16 Differentiate between Cost price and Selling price.

Q.17 Explain owner based retailing.

Q.18 Define Marketing mix.

Q.19 What is Destination Store?

Q.20 Explain the advantages of CRM.

Q.21 Write any two factors that affect Retailing.

Q.22 State the importance of Discount Store.

SECTION-D

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

Q.23 Explain various type of Sales promotion activities that are helpful in improving sales.

Q.24 How customer buying behaviour study is important to a retailer? Explain Empowered consumer.

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

 a) Consumer decision making process

 b) E-Retailing

 c) Mark up