

- Q.25 Define advertising and its importance.
 - Q.26 Enlist any five tools used in Window Display.
 - Q.27 Write any five functions of Retailers.
 - Q.28 Explain the concept of Party plan with the help of suitable example.
 - Q.29 What are the objective of visual merchandising?
 - Q.30 How does an Agent works?
 - Q.31 What is the difference between Markup and Markdown?
 - Q.32 What are the characteristics of Speciality store?
 - Q.33 Explain two types of visual merchandising.
 - Q.34 Explain the working concept of Warehouse club.
 - Q.35 Describe the concept of E-Retailing.

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x10=20)

- Q.36 Explain various tools of Sales promotion.

Q.37 What do you understand by Advertising? Explain any five tools used for advertising.

Q.38 Explain any five type of Retailers in Detail.

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Time : 3Hrs. M.M. : 100

SECTION-A

Note: Multiple choice questions. All questions are compulsory (10x1=10)

- Q.1 Any paid message is media used to increase sales:

 - a) Advertising
 - b) Shopping
 - c) Buying
 - d) Interview

Q.2 Expand the Term MRP:

 - a) Minimum retail price
 - b) Maximum retail price
 - c) Marginal retail price
 - d) None of the above

Q.3 Mannequins and aisles are tools of:

 - a) Marketing
 - b) Visual Merchandising
 - c) Sales promotions
 - d) Manufacturing

Q.4 A _____ store operates on a low price margin.

 - a) Dealers
 - b) Supermarkets
 - c) Discount
 - d) Specialty

Q.5 Expand the Term VAT:

- a) Value added tax
- b) Variable agreement trade
- c) Visual arrangement of textiles
- d) Value agreed on trade

Q.6 A _____ discount is used to sell merchandise that is out of season.

- a) Seasonal
- b) Quantity
- c) Style
- d) Time

Q.7 _____ the term often used by the Industry of Describe online retailing through Internet.

- a) Whole sale
- b) E-commerce
- c) Catalog
- d) Teleshopping

Q.8 Which type of retailer charge a small membership fee, offers consumer deep discount on general merchandise?

- a) Warehouse club
- b) Mass merchandise
- c) Retail store
- d) Outlets

Q.9 Cost price + _____ = Selling price

- a) Loss
- b) Profit
- c) MRP
- d) Average cost

Q.10 When demand of certain product decreases, the discount offered on selling price is:

- a) Markdown
- b) Markup
- c) Cost price
- d) Retail price

SECTION-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

Q.11 Define C.P.

Q.12 Expand the term VM.

Q.13 Define Window display.

Q.14 Define loss.

Q.15 Define Broker.

Q.16 Enlist two types of material used in packaging.

Q.17 Name the type of retailing which makes use of Internet.

Q.18 Which type of Retailing focusses on a Single type of merchandise?

Q.19 Give an example of Supermarket.

Q.20 Which color is focused during Christmas in Window display?

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

Q.21 Write any five objectives of retailing.

Q.22 What are the characteristics of Departmental store?

Q.23 Write any five tools used in Sales promotion.

Q.24 What is the concept of Channels of Distribution?