

- Q.29 What are the functions of a Retailer?
 Q.30 Write short note on consumer Buying behavior.
 Q.31 Differentiate between discount store and specialty store.
 Q.32 What are the roles of a Merchandiser?
 Q.33 What is Window Display?
 Q.34 Describe the methods of Visual Merchandising.
 Q.35 Explain in brief about the working of Export house and its various departments.

SECTION-D

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

- Q.36 Explain roles and responsibilities of a Buying house with the help of a flowchart.
 Q.37 What is Visual merchandising? Explain its benefits.
 Q.38 Write short note on:
 a) Retail Mix
 b) Discount store

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5th Sem./ Branch : Fashion Design
Subject:- Fashion Retailing and
Apparel Merchandising

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Mark down in a product is done to a product for:
 a) improving profit b) increasing sale
 c) Decreasing sales d) loss
 Q.2 A good Retailer should have _____
 a) market information b) tall height
 c) fair color d) lack of knowledge
 Q.3 Visual Merchandising is a method to _____ sales.
 a) decrease b) increase
 c) discard the goods d) None of the above
 Q.4 A Retailer should compulsorily have
 a) Planning capabilities
 b) Risk bearing skills
 c) both a & b
 d) None of above
 Q.5 A Departmental store has _____ variety of all of product.
 a) Deep b) Small
 c) Lesser d) Medium

- Q.6 Buying behavior is affected by

 - Economical condition
 - social life
 - personality of buyer
 - all of the above

Q.7 A Specialty store has a limited variety of products but it has _____ variety of a particular product.

 - lesser
 - smaller
 - deep
 - both a & b

Q.8 A buying house helps _____ to take approvals from buyer.

 - Trainee
 - owner
 - Merchandiser
 - Designer

Q.9 An intermediator between export house and buyer is called _____.

 - Company
 - Buying house
 - Bank
 - Kiosk

Q.10 E-retailing is _____ than Direct Retailing.

 - faster
 - slower
 - useless
 - sharper

SECTION-B

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

- Q.11 Name two elements of Visual Merchandising.
Q.12 Name any one Buying house.

- Q.13 Write down any one post selling function of a Retailer.

Q.14 Name any one method to improve sales of a store.

Q.15 What is Trim?

Q.16 Name two type of window Display.

Q.17 Name any one function of broker.

Q.18 Define e-retailing.

Q.19 Name any two factors that affect buying behavior.

Q.20 Name any two factors affecting Consumer Buying Behavior.

SECTION-C

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

- Q.21 Why Retailing is better than direct selling explain with the help of example.

Q.22 Explain the working of Finishing Department of export House with the help of flow chart.

Q.23 Explain any one method of increasing sales.

Q.24 What are the factors that affect the Decision making process of a consumer.

Q.25 What is the importance of Retail Mix?

Q.26 Draw a neat diagram of closed Window Display.

Q.27 Explain various type of Buying house with their functioning.

Q.28 Draw a neat diagram of Time and Action Sheet/Calendar.