

### SECTION-D

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

- Q.23 Write down a detail note on boutique operations.
- Q.24 Write down a detail note on marketing and promotion for boutique.
- Q.25 Write down strategies for business growth and expansion in boutique business.

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Roll No. ....

6th Sem.

Branch : Fashion Technology

Sub.: Boutique Management

Time : 3 Hrs.

M.M. : 60

### SECTION-A

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

- Q.1 Why is digital marketing important for boutiques?
- a) It replaces the need for store employees
  - b) It reduces customer interaction
  - c) It eliminates the need for physical stores
  - d) It helps in reaching a larger audience through online platforms.
- Q.2 How does boutique management impact brand positioning?
- a) By influencing customer perception and experience
  - b) By hiring more employees
  - c) By deciding store location
  - d) By reducing product prices
- Q.3 What is a key technique in inventory management for boutiques?
- a) Ignoring stock levels
  - b) Procuring, stocking and merchandise tracking

- c) Stocking all products without tracking
  - d) Only selling limited products
- Q.4 Why are window displays important for boutiques?
- a) They help attract customers and create a strong first impression.
  - b) They increase storage space
  - c) They allow employees to restock products easily
  - d) They reduce customer interest
- Q.5 What is a key factor in defining different boutique formats?
- a) The boutique's operating hours
  - b) The target market and product offerings
  - c) The number of employees
  - d) The presence of a warehouse
- Q.6 What is the main goal of visual merchandising in boutiques?
- a) Keeping the store layout unchanged
  - b) Avoiding creative displays
  - d) Marking the store look attractive and increasing sales
  - c) Reducing the number of products on display

#### SECTION-B

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

- Q.7 Define boutique.
- Q.8 Define scheduling.

- Q.9 Define in store layout.
- Q.10 Suggest any one social media platform for boutique promotion?
- Q.11 Expand KPI.
- Q.12 Define boutique format.

#### SECTION-C

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

- Q.13 Suggest any four significance of boutique in the fashion industry.
- Q.14 List out any four boutique formats.
- Q.15 Suggest any four boutique operations.
- Q.16 Suggest any four retail merchandising strategies.
- Q.17 Write down any four principles of visual merchandising for boutique.
- Q.18 Write down any four branding elements for boutique.
- Q.19 Write down any four marketing strategies for boutique.
- Q.20 Write down any four promotional methods for boutique.
- Q.21 Discuss any four factors for financial management of boutique.
- Q.22 Suggest any four KPIs in boutique performance.