

Q.28 Give two examples Play Party

Q.29 Write a note on Warehouse club

Q.30 Name five Franchisee brands

Q.31 Write a note on Super market

Q.32 What are the features of a Multiple unit store

Q.33 Discuss Consumer Black Box.

Q.34 Draw a neat diagram of Retail Mix.

Q.35 What is sales promotion.

#### **SECTION-D**

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

Q.36 Discuss in detail concept of retailing and its Importance.

Q.37 Discuss in detail window display its types and elements.

Q.38 Discuss in detail channel of Distribution.

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**4th Sem / Fash. Tech.  
Subject:- Fashion Retailing**

Time : 3Hrs.

M.M. : 100

#### **SECTION-A**

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

Q.1 What is the other name of multiple unit store

- a) Chain store
- b) Hyper Market
- c) Supermarket
- d) Co-operative store

Q.2 Which of the following is at the end of supply chain

- a) vendor
- b) Wholesaler
- c) Retailer
- d) Merchandiser

Q.3 Which of the following refers to the act of buying goods for consumption

- a) Marketing
- b) Shopping
- c) Retailing
- d) Merchandising

Q.4 Which of the following does not need a display

- a) Chain store
- b) Discount store
- c) Warehouse club
- d) Speciality store

Q.5 Which of the following is not a participant of commercial cycle

- a) Manufacturer      b) Wholesaler
- c) Retailer            d) Teacher
- Q6** Which of the following is an example of speciality store
- a) Adidas              b) More
- c) D-Mart              d) Lifestyles
- Q7** E-Retailing stands for
- a) Environmental Retailing
- b) Electronic Retailing
- c) Ecological Retailing
- d) Effective Retailing
- Q8** Tupperware is an example of which of the following
- a) Chain store          b) Direct Retailing
- c) Warehouse club     d) Speciality store
- Q9** A large building complex with a conglomeration of shops is known as
- a) Mall                  b) Hyper Market
- c) Supermarket         d) Co-operative Store
- Q10** Reliance mart is an example of which of the following
- a) Mall                  b) Hyper Market
- c) Supermarket         d) Co-operative store

## **SECTION-B**

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

- Q.11 Define Cost price.
- Q.12 Define Mark up.
- Q.13 Who is broker?
- Q.14 What is Branding?
- Q.15 What is Publicity?
- Q.16 What is profit?
- Q.17 Who is a broker?
- Q.18 Who is a wholesaler?
- Q.19 What is discount?
- Q.20 Who is consumer?

## **SECTION-C**

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

- Q.21 Write a note on Department store.
- Q.22 Name five Discount store.
- Q.23 Write a note on Speciality store.
- Q.24 Name five Direct Retailing companies.
- Q.25 Write a note on E Retailing
- Q.26 Name five chain store
- Q.27 Write a note on destination store.