

- Q.32 Define visual merchandising. What is its significance?
- Q.33 Draw a flowchart explain the working of a garment export house.
- Q.34 What is the role of buying house in garment industry?
- Q.35 What is consumer buying behavior? Also explain its four types.

SECTION-D

- Note:** Long Answer type question. Attempt any two questions out of three questions. (2x10=20)
- Q.36 Write the features of Departmental store. Also mention its merits and demerits.
- Q.37 Define Windows Display. What are the various windows displays used in retailing?
- Q.38 What are the key skills required in a merchandiser? Discuss the responsibility and tasks of a merchandiser.

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5th Sem / Fashion Design Subject : Fashion retailing & Apparel Merchandising

Time : 3 Hrs.

M.M. : 100

SECTION-A

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

- Q.1 _____ acts as a intermediary between exporter and buyer.
- a) Merchandiser b) Wholesaler
c) Retailer d) Vendor
- Q.2 The price paid by the retailer to the manufacture for a garment is known as
- a) Cost price b) Market price
c) Selling price d) Discount price
- Q.3 Which of the following is a speciality store?
- a) 49 to 99 b) D mart
c) Big Bazar d) Shoppers stop
- Q.4 The difference between the cost price and selling price.
- a) MRP b) Markup
c) CP d) Profit price
- Q.5 Marketing mix addresses four P's : Product, Price Promotion & _____.
- a) Place b) Prestige
c) Presentation d) Progress
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- Q.6 Making of merchandise visually attractive to the customers is known as _____.
 a) Merchandising
 b) Fashion merchandising
 c) Sampling
 d) Visual merchandising
- Q.7 In costing a garment, FOB stands for
 a) Freight on Board b) Food on Board
 c) Fight on Board d) Fear on Board
- Q.8 Suppliers are also known as _____
 a) Vendors b) Buyer
 c) Purchaser d) Merchants
- Q.9 Cognitive dissonance occurs in which stage of the buyer decision process model?
 a) Need recognition
 b) Information search
 c) Post purchase conflict
 d) Evaluation of alternatives
- Q.10 _____ is the process of estimating and then determining the total cost of producing garment
 a) Merchandising b) Manufacturing
 c) Costing d) Marketing

SECTION-B

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

- Q.11 Define Cost price.
 Q.12 Name two types of retail formats.

- Q.13 Profit = _____ C. P.
 Q.14 Speciality store sells single or unique type of merchandise. (T/F)
 Q.15 Name any one direct channel of distribution.
 Q.16 Which window display are seen within the stores?
 Q.17 Complex buying behavior involves high involvement of consumer. (T/F)
 Q.18 Name the components of Retail mix.
 Q.19 Define Agent.
 Q.20 Name one buying house.

SECTION-C

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

- Q.21 Define Retailing. Discuss its importance.
 Q.22 What is the difference between wholesaler and distributor.
 Q.23 List down the functions of a retailer.
 Q.24 Write down features of speciality stores.
 Q.25 Discuss the merits and demerits of E-tailing.
 Q.26 Write down a short note on channels of distributions.
 Q.27 Explain the components of Retail Mix.
 Q.28 What are the types of Buying House?
 Q.29 What is time and action sheet?
 Q.30 Define Merchandising. Discuss the role of merchandiser in fashion industry.
 Q.31 What is consumer black box?