

Q.24 Write a note on Direct Retailing.

Q.25 Write a note on E Retailing

Q.26 Write a note on Buying House.

Q.27 Write a short note on Distribution Channel.

Q.28 Discuss Advertising.

Q.29 Discuss Sales Promotion.

Q.30 Discuss Retailing.

Q.31 What is Visual Merchandising?

Q.32 Write a note on Specialty store.

Q.33 Discuss Consumer Black box.

Q.34 Draw a neat diagram of Retail Mix.

Q.35 Discuss types of Buying House.

#### SECTION-D

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

Q.36 Discuss in detail Visual Merchandising.

Q.37 Discuss in detail Fashion Merchandising and Role of Merchandiser.

Q.38 Discuss in detail Retailing and its Functions.

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**5th Sem / Fash. 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 Which of the following is at the end of supply chain

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

Q.2 Which of the following refers to the act of buying goods for consumption

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

Q.3 Which of the following is not a participant of commercial cycle

- a) Manufacturer                      b) Wholesaler
- c) Retailer                      d) Teacher

Q.4 E-Retailing stands for

- a) Environmental Retailing
- b) Electronic Retailing
- c) Ecological Retailing
- d) Effective Retailing

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Q.5 A large building complex with a conglomeration of shops is known as

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

Q.6 The premise on which retailing activity takes place is called \_\_\_\_\_

- a) Place                                      b) Market
- c) Office                                      d) Store

Q.7 Markdown is done to

- a) Increase the sale                      b) decrease the sale
- c) increase the profit                      d) None of above

Q.8 Retailer is a person who sells the goods in

- a) Small quantity                      b) Large Quantity
- c) both A and B                              d) None of above

Q.9 Consumer black box is a study of

- a) Fashion                                      b) Biology
- c) Buying Behaviour                      d) Environment

Q.10 The cost Price of a good is its \_\_\_\_\_

- a) Actual Price                              b) Price with loss
- c) Price with profit                              d) None of above

## SECTION-B

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

Q.11 Define Selling Price.

Q.12 Define Cost Price.

Q.13 What is Profit?

Q.14 What is FOB?

Q.15 What is Mark up?

Q.16 What is Mark Down?

Q.17 Who is a Broker?

Q.18 Who is a wholesaler?

Q.19 What is LC?

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 Write a note on Discount store.

Q.23 Discuss Fashion Merchandising.