

Q.24 Discuss Customer Relationship Management. What is its importance?

No. of Printed Pages : 4  
Roll No. ....

223132

Q.25 Write short note on any two of the following:

- a) Destination store
- b) Consumer versus Customer
- c) Elements of Retail mix

**3rd Sem / Fashion Design  
Subject : Fashion Retailing**

Time : 3 Hrs.

M.M. : 60

### **SECTION-A**

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

Q.1 Mark ups are done to \_\_\_\_\_ the price of a garment.

- a) Decrease
- b) stable
- c) increase
- d) highly decrease

Q.2 \_\_\_\_\_ is an advance type of Retailing .

- a) Store based Retailing
- b) E-retailing
- c) Door-to-door Retailing
- d) None of the above

Q.3 Which among the following is an element of Visual merchandising?

- a) Window display
- b) color
- c) Space
- d) All of the above

Q.4 CRM stands for

- a) Customer Relationship management
  - b) Customer Rights management
  - c) Customer Rotation management
  - d) Customer Region management

Q.5 Black Box is a study of \_\_\_\_\_.

- a) Consumer finance      b) Consumer relations
  - c) Consumer Mind        d) Consumer family

Q.6 The activities carried out to increase sales are included in

- a) Selling
  - b) Sales promotion
  - c) packing
  - d) both a & b

## **SECTION-B**

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

## Q.7 Mark down

Q.8 Name any one element of visual merchandising.

### Q.9 Define profit.

Q.10 Give one example of Hyper market.

Q.11 Name any one element of Retail mix.

### **Q.12 What is inventory shrinkage?**

### **SECTION-C**

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

**Q.13** Write a short note on store-based retailing.

O.14 What is the importance of Visual Merchandising?

**Q.15** Write in brief about product in reference to Retail Mix.

**Q.16 Differentiate between Discount store and Specialty store.**

O.17 Discuss the methods of applying CRM in a company.

**Q.18 State any two characteristics of Empowered Customer.**

**Q.19 Explain the functions of Retailer.**

**Q.20 Explain customer satisfaction.**

**Q.21** Discuss any two factors which effect consumer's buying behavior.

#### O.22 Define party plan.

## **SECTION-D**

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

**Q.23 Explain the various types of Retailing with examples.**