Q.25 What are the advantages and disadvantages of E-tailing.

Q.26 What is Buying House. Discuss its types also.

Q.27 Discuss the functions of a garment buying house.

Q.28 Write a short note on Retail Mix.

Q.29 Define TNA. What is the importance of TNA is garment export house?

Q.30 Define Consumer buying behaviour. Explain the decision making process.

Q.31 Differentiate between Wholesaler and distributor.

Q.32 Define Merchandising. Explain the buyer merchandise interface in detail.

Q.33 Explain Consumer Black box model with illustration.

Q.34 Draw a flowchart to explain the working of a garment export house.

Q.35 List down the functions of a Fashion merchandiser.

SECTION-D

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

Q.36 What is Speciality store? Discuss its merits and demerits also.

Q.37 What is fashion merchandising? What is the role of merchandiser in fashion industry?

Q.38 Define Visual merchandising. Discuss the elements and types of Window display.

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Time : 3Hrs.   M.M. : 100

SECTION-A

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

Q.1 Retailer is a person who sells the goods in a _____
a) Large quantities   b) Small Quantities
c) Both A & B   d) None of these

Q.2 The difference between the cost price and selling price.
a) MRP   b) Markup
c) CP   d) Profit Price

Q.3 E-Tailing refer to _____.
a) Shopping using the internet
b) Catalog shopping
c) Sale of electronic items
d) None of these

Q.4 _____ is a spreadsheet helps in executing and completing the export order well on time.
a) TNA   b) SMV
c) SAM   d) None of these

Q.5 Proto sample is followed by

a) Fit sample b) Size set sample

c) Top sample d) GPT sample

Q.6 Sales promotion Includes_____

a) Advertising b) Publicity

c) Visual displays d) All of these

Q.7 ____ display are always located above ground level.

a) Elevated b) Island

c) Corner d) Open

Q.8 What a consumer is making a buying decision selecting different types of cookies or detergent, then the type of buying behaviour used is _____.

a) Complex buying behaviour

b) Variety seeking behaviour

c) Dissonance buying behaviour

d) Habitual buying behaviour

Q.9 Ready to wear garments are defined by the term____.

a) Avant garde b) Pret-O-porte

c) Haute couture d) None of these

Q.10 Fashion prediction is also termed as _____

a) Fashion forecasting

b) Design development

c) Product specification

d) Merchandise

SECTION-B

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

Q.11 Define selling price.

Q.12 Cost price is more than selling prie. (True/False)

Q.13 Which behaviour is followed for expensive and infrequent products?

Q.14 Buying house acts as intermediary between exporter and buyer. (True/False)

Q.15 TNA stand for _____.

Q.16 How many channels of distribution are there?

Q.17 ____ display are only seen within the stores.

Q.18 Complex buying behaviour involves high involvement of consumer. (True/False)

Q.19 Name the components of Retail mix.

Q.20 Name any two window displays.

SECTION-C

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

Q.21 Define Retailing. Write any four Functions of Retailer.

Q.22 Discuss the features of Discount store.

Q.23 What is mark up and mark down? Explain with suitable examples.

Q.24 Define Window display. Explain two types of window display.