

- 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.

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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) Mechandising

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

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.

- 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.