

Q.26 Write down any five examples of specialty stores.

Q.27 Write down any five retailing terms.

Q.28 Give any five examples of push sales promotion.

Q.29 Give any five examples of franchisee retailers.

Q.30 Write down any five importance of retailing.

Q.31 Write down a short note on channels of distribution.

Q.32 Write down a short note sales promotion procedure.

Q.33 Write down any five names of retailing organizations.

Q.34 Write down any five disadvantages of direct retailing.

Q.35 Suggest any five features of destination store.

SECTION-D

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

Q.36 Write down about channels of distribution in detail.

Q.37 Draw a flowchart showing fashion pipeline.

Q.38 Write down any ten functions of retailing

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Roll No.

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Branch : Fash. Tech.

Sub.: Fashion Retailing

Time : 3 Hrs.

M.M. : 100

SECTION-A

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

Q.1 The store that is divided in various sections:

- a) Discount store b) Departmental store
- c) Specialty store d) Chin store

Q.2 The store selling a specific merchandise:

- a) Discount store b) Departmental store
- c) Specialty store d) Chain store

Q.3 The store having multiple branches:

- a) Discount store b) Departmental store
- c) Specialty store d) Chain store

Q.4 The store having attractive price offers.

- a) Discount store b) Departmental store
- c) Specialty store d) Chain store

- Q.5 Sales promotion policy can be of:
- a) Push type b) Pull type
- c) Both d) None of these
- Q.6 Which among following is an element of visual merchandising:
- a) Light b) Window display
- c) Prop d) All of these
- Q.7 The process of creating an image of a product:
- a) Branding b) Advertising
- c) Publicity d) None of these
- Q.8 The process of reducing price of a merchandise:
- a) Mark up b) Mark down
- c) Deduction d) None of these
- Q.9 Breaking of bulk is known as :
- a) Wholesale b) Retail
- c) Sale d) None of these
- Q.10 The license to sell a merchandise:
- a) Party plan b) Franchisee
- c) E-retailing d) Direct retailing

SECTION-B

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

- Q.11 Define cost price.
- Q.12 Define mark ups.
- Q.13 Define brokers.
- Q.14 Define branding.
- Q.15 Define packaging.
- Q.16 Define sales promotion.
- Q.17 Define Visual merchandising.
- Q.18 Give one example of window display type.
- Q.19 Give one example of channel of distribution.
- Q.20 Give one example of retail outlet.

SECTION-C

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

- Q.21 Write down any five needs of retailing.
- Q.22 Write down any five features of E-retailing.
- Q.23 Write down any five features of Direct retailing.
- Q.24 Write down any five features of Super market.
- Q.25 Write down any five features of warehouse club.