

- Q.27 Explain the importance of Buying house in context of Export house.
- Q.28 Draw Time and Action Calendar for the production of women shirt.
- Q.29 Discuss any one type of buying house.
- Q.30 Discuss Buyer-Merchandiser interface.
- Q.31 Define one type of Window Display.
- Q.32 Discuss various activities related to improving the sales of an organization.
- Q.33 What is the significance of Specialty Store.
- Q.34 Differentiate between Store Retailing and E-Retailing.
- Q.35 "Why do we need Retailing" discuss.

Section-D

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

- Q.36 Define Retail Mix with the help of neat diagram.
- Q.37 What do you understand by Visual Merchandising? Explain the various elements of visual Merchandising.
- Q.38 Write short note on any two
- Distribution Channel
 - Consumer Black Box Model
 - Chain Store

No. of Printed Pages : 4
Roll No.

183152/123152/033161

5th Sem., Branch : Fash Design
Subject : Fashion Retailing & Apparel Merchandising

Time : 3 Hrs.

M.M. : 100

SECTION-A

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

- Q.1 The price which included all the profit and mark up is _____.
- Actual Price
 - Selling Price
 - Cost Price
 - None of the above
- Q.2 Which type of retailing takes help of internet?
- Manual
 - E-retailing
 - Bulk retailing
 - All of the above
- Q.3 Buying house act as a _____ between Buyer and Manufacturer.
- Intermediary
 - Assistant
 - Both A & B
 - Link Breaker
- Q.4 _____ is an important work of a merchandiser.
- Preparing fit samples
 - Taking pattern approval
 - Trim approval
 - All of the above

- Q.5 Consumer black box is a study of _____.
 a) Fashion
 b) Consumer pocket
 c) Consumer buying Behavior
 d) Consumer nature
- Q.6 A very important activity to improve sales is _____.
 a) Visual Merchandising b) Distribution Channel
 c) Fashion Evolution d) Buying House
- Q.7 Window display is related to which of the following?
 a) Window decoration b) Display only
 c) Market Capture d) Visual Merchandising
- Q.8 Retail mix is also known as _____.
 a) Manufacture b) Marketing plan
 c) Consumer behavior d) Intermediary benefit
- Q.9 One of the technology to increase customer base is _____.
 a) Free coupons b) Loyalty points
 c) Free service d) All of the above
- Q.10 Which stores provide a deep variety of goods?
 a) Departmental store b) Discount store
 c) Speciality store d) Chain store

Section-B

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

- Q.11 Two components of Sales promotion.
 Q.12 List any one benefit of Retailing.
 Q.13 Name any one function of merchandiser.
 Q.14 Write any one element of Visual merchandising.
 Q.15 What is Distribution Channel?
 Q.16 List any one function of Buying House.
 Q.17 Mention any one advantages of E-retailing.
 Q.18 Whole seller.
 Q.19 What is Cost Price.
 Q.20 Name any one Specialty store.

Section-C

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

- Q.21 What are the benefits of Visual Merchandising.
 Q.22 Write down the responsibilities of a merchandiser.
 Q.23 What do you mean by Vendor.
 Q.24 Explain "Place" in relation to Retail mix.
 Q.25 Describe the flow of work in an Export House.
 Q.26 Write the impact of Political factors on consumer.