

- Q.33 What is Visual merchandising?
- Q.34 Describe the factors affecting consumer buying behavior.
- Q.35 Discuss the concept of Retail Mix.

SECTION-D

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

- Q.36 Explain the following of a buying house. Also list the various type of buying house.
- Q.37 What is Consumer black box model? Explain its merits and demerits.
- Q.38 Write short note on any two of the following:-
- Window Display
 - Chain Store
 - Functions of a merchandiser

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5th Sem. / Fashion Design

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 Mark up in a product is done to _____
- Improve profit
 - Increase sale
 - Decrease sales
 - Loss
- Q.2 A Successful Retailing leads to _____
- Increase market share
 - Loss
 - No profit
 - Lack of knowledge
- Q.3 _____ is a type of window display.
- Open
 - Closed
 - Both a and b
 - None of the above
- Q.4 E-retailing is a _____ process.
- Time consuming
 - Time saving
 - Time wasting
 - None of the above
- Q.5 A discount store provide goods at _____.
- Fair prices
 - Short prices
 - High prices
 - Medium prices

- Q.6 _____ very significantly affects a consumer buying behavior.
- Economical condition
 - Social life
 - Personality of buyer
 - All of the above
- Q.7 Distribution channel serve as a _____ in the life cycle of a product.
- Broad way
 - Path way
 - Hindrance
 - Both a & c
- Q.8 _____ is a type of buying house.
- Broker office
 - Store office
 - Merchandiser office
 - Designer office
- Q.9 Which type of store has outlets at different places?
- Company
 - Chain store
 - Discount store
 - Department store
- Q.10 The internal factors affecting consumer behavior are called _____.
- Political factors
 - Social factors
 - Black box
 - Economical factors

SECTION-B

Note: Objective type questions. All questions are compulsory. $(10 \times 1 = 10)$

- Q.11 Name one type of Window Display.
- Q.12 Name any one function of Buying House.
- Q.13 Write down any one type of Retailing.

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- Q.14 List on trick to improve relations with customer.
- Q.15 Mark down.
- Q.16 List any one function of a merchandiser.
- Q.17 Selling price.
- Q.18 One disadvantage e-retailing.
- Q.19 List four P's of Marketing.
- Q.20 Type of Buying house.

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. $(12 \times 5 = 60)$

- Q.21 Differentiate between Retailing & Selling.
- Q.22 Explain the working of Merchandising of Export House.
- Q.23 Explain window display.
- Q.24 Discuss the importance of Black box model.
- Q.25 What is the Importance Chain store?
- Q.26 Draw a neat diagram of time and action calendar.
- Q.27 Explain various type of Buying houses.
- Q.28 What is Distribution channel?
- Q.29 What do you understand by "decision making process"?
- Q.30 Write short note on Specialty store.
- Q.31 Define the role of broker.
- Q.32 What are the different activities carried out by a merchandiser?

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