

- Q.28 Give two examples Play Party  
 Q.29 Write a note on Warehouse club  
 Q.30 Name five Franchisee brands  
 Q.31 Write a note on Super market  
 Q.32 What are the features of a Multiple unit store  
 Q.33 Discuss Consumer Black Box.  
 Q.34 Draw a neat diagram of Retail Mix.  
 Q.35 What is sales promotion.

#### SECTION-D

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

- Q.36 Discuss in detail concept of retailing and its Importance.  
 Q.37 Discuss in detail window display its types and elements.  
 Q.38 Discuss in detail channel of Distribution.

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#### 4th Sem / Fash. Tech. Subject:- Fashion Retailing

Time : 3Hrs.

M.M. : 100

#### SECTION-A

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

- Q.1 What is the other name of multiple unit store  
 a) Chain store                      b) Hyper Market  
 c) Supermarket                      d) Co-operative store
- Q.2 Which of the following is at the end of supply chain  
 a) vendor                      b) Wholesaler  
 c) Retailer                      d) Merchandiser
- Q.3 Which of the following refers to the act of buying goods for consumption  
 a) Marketing                      b) Shopping  
 c) Retailing                      d) Merchandising
- Q.4 Which of the following does not need a display  
 a) Chain store                      b) Discount store  
 c) Warehouse club                      d) Speciality store
- Q.5 Which of the following is not a participant of commercial cycle

- a) Manufacturer                      b) Wholesaler  
c) Retailer                              d) Teacher
- Q6 Which of the following is an example of speciality store
- a) Adidas                                b) More  
c) D-Mart                                d) Lifestyles
- Q.7 E-Retailing stands for
- a) Environmental Retailing  
b) Electronic Retailing  
c) Ecological Retailing  
d) Effective Retailing
- Q8 Tupperware is an example of which of the following
- a) Chain store                          b) Direct Retailing  
c) Warehouse club                      d) Speciality store
- Q.9 A large building complex with a conglomeration of shops is known as
- a) Mall                                    b) Hyper Market  
c) Supermarket                          d) Co-operative Store
- Q.10 Reliance mart is an example of which of the following
- a) Mall                                    b) Hyper Market  
c) Supermarket                          d) Co-operative store

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## SECTION-B

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

Q.11 Define Cost price.

Q.12 Define Mark up.

Q.13 Who is broker?

Q.14 What is Branding?

Q.15 What is Publicity?

Q.16 What is profit?

Q.17 Who is a broker?

Q.18 Who is a wholesaler?

Q.19 What is discount?

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 Name five Discount store.

Q.23 Write a note on Speciality store.

Q.24 Name five Direct Retailing companies.

Q.25 Write a note on E Retailing

Q.26 Name five chain store

Q.27 Write a note on destination store.

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