

- Q.25 Define advertising and its importance.
- Q.26 Enlist any five tools used in Window Display.
- Q.27 Write any five functions of Retailers.
- Q.28 Explain the concept of Party plan with the help of suitable example.
- Q.29 What are the objective of visual merchandising?
- Q.30 How does an Agent works?
- Q.31 What is the difference between Markup and Markdown?
- Q.32 What are the characteristics of Speciality store?
- Q.33 Explain two types of visual merchandising.
- Q.34 Explain the working concept of Warehouse club.
- Q.35 Describe the concept of E-Retailing.

SECTION-D

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

- Q.36 Explain various tools of Sales promotion.
- Q.37 What do you understand by Advertising? Explain any five tools used for advertising.
- Q.38 Explain any five type of Retailers in Detail.

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Roll No.

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 Any paid message is media used to increase sales:
a) Advertising b) Shopping
c) Buying d) Interview
- Q.2 Expand the Term MRP:
a) Minimum retail price
b) Maximum retail price
c) Marginal retail price
d) None of the above
- Q.3 Mannequins and aisles are tools of:
a) Marketing
b) Visual Merchandising
c) Sales promotions
d) Manufacturing
- Q.4 A _____ store operates on a low price margin.
a) Dealers b) Supermarkets
c) Discount d) Specialty

- Q.5 Expand the Term VAT:
- Value added tax
 - Variable agreement trade
 - Visual arrangement of textiles
 - Value agreed on trade
- Q.6 A _____ discount is used to sell merchandise that is out of season.
- Seasonal
 - Quantity
 - Style
 - Time
- Q.7 _____ the term often used by the Industry of Describe online retailing through Internet.
- Whole sale
 - E-commerce
 - Catalog
 - Teleshopping
- Q.8 Which type of retailer charge a small membership fee, offers consumer deep discount on general merchandise?
- Warehouse club
 - Mass merchandise
 - Retail store
 - Outlets
- Q.9 Cost price + _____ = Selling price
- Loss
 - Profit
 - MRP
 - Average cost
- Q.10 When demand of certain product decreases, the discount offered on selling price is:
- Markdown
 - Markup
 - Cost price
 - Retail price

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SECTION-B

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

- Q.11 Define C.P.
- Q.12 Expand the term VM.
- Q.13 Define Window display.
- Q.14 Define loss.
- Q.15 Define Broker.
- Q.16 Enlist two types of material used in packaging.
- Q.17 Name the type of retailing which makes use of Internet.
- Q.18 Which type of Retailing focusses on a Single type of merchandise?
- Q.19 Give an example of Supermarket.
- Q.20 Which color is focused during Christmas in Window display?

SECTION-C

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

- Q.21 Write any five objectives of retailing.
- Q.22 What are the characteristics of Departmental store?
- Q.23 Write any five tools used in Sales promotion.
- Q.24 What is the concept of Channels of Distribution ?

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