

- Q.26 Write a short note on mark up and mark down,
 Q.27 List any five features of channels of distribution.
 Q.28 Illustrate different channels of distribution.
 Q.29 Classify sales promotion policies and give two examples of each.
 Q.30 List five elements of visual merchandising.
 Q.31 Classify window displays with examples.
 Q.32 Write down any five functions of retailing.
 Q.33 Write any five needs of retailing.
 Q.34 List five examples of garment retailers.
 Q.35 List five examples of fashion shoe brands.

SECTION-D

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

- Q.36 Explain channels of distribution.
 Q.37 Write down the procedure of sales promotion.
 Q.38 Write down a detail note on Visual Merchandising and list its all elements.

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**4th Sem / Fashion Technology
Subject:- Fashion Retailing**

Time : 3Hrs. M.M. : 100

SECTION-A

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

- Q.1 To break the bulk is known as:
 a) Retail b) Wholesale
 c) Both a) and b) d) None
 Q.2 The store which manages merchandise into different sections:
 a) Discount store b) Departmental store
 c) Chain store d) Specialty store
 Q.3 The store that offers merchandise at attractive prices:
 a) Discount store b) Departmental store
 c) Chain store d) Speciality store
 Q.4 The store that has more than two branches:
 a) Discount store b) Departmental store
 c) Chain store d) Speciality store

- Q.5 The store that deals in one specific kind of merchandise type:
a) Discount store b) Departmental store
c) Chain store d) Speciality store
- Q.6 Which is the last person in distribution chain:
a) Manufacturer b) Wholesaler
c) Retailer d) Consumer
- Q.7 Which store has large selling floor area:
a) Discount store b) Super market
c) Speciality store d) None
- Q.8 The store which operates after taking necessary license from a Franchise:
a) Franchisee b) Dealer
c) Seller d) Broker
- Q.9 The attractive type of sales promotion policy:
a) Push b) Pull
c) Both a) and b) d) None
- Q.10 Buy One Get One Free is a following type of promotion policy:
a) Push b) Pull
c) Both a) and b) d) None

SECTION-B

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 Define Retailing.
Q.12 Define Consumer.
Q.13 Define cost price.
Q.14 Define mark Up.
Q.15 Define branding.
Q.16 Define Publicity.
Q.17 List one example of chain store.
Q.18 List one example of speciality store.
Q.19 Adidas showroom is a Franchisee. (True/False)
Q.20 Define visual merchandising.

SECTION-C

- Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)
- Q.21 List any five features of destination store.
Q.22 List any five features of chain store.
Q.23 List any five features of party plan.
Q.24 List any five features of super market.
Q.25 List any five features of E-retailing.