

SECTION-D

Note: Long answer questions. Attempt any two questions out of three Questions. (2x8=16)

- Q.23 Write down a detail note on boutique operations.
- Q.24 Write down a detail note on marketing and promotion for boutique.
- Q.25 Write down strategies for business growth and expansion in boutique business.

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6th Sem.
Branch : Fashion Technology
Sub.: Boutique Management

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice Questions. All Questions are compulsory. (6x1=6)

- Q.1 Why is digital marketing important for boutiques?
- a) It replaces the need for store employees
 - b) It reduces customer interaction
 - c) It eliminates the need for physical stores
 - d) It helps in reaching a larger audience through online platforms.
- Q.2 How does boutique management impact brand positioning?
- a) By influencing customer perception and experience
 - b) By hiring more employees
 - c) By deciding store location
 - d) By reducing product prices
- Q.3 What is a key technique in inventory management for boutiques?
- a) Ignoring stock levels
 - b) Procuring, stocking and merchandise tracking

- Q.4 c) Stocking all products without tracking
d) Only selling limited products
Why are window displays important for boutiques?
a) They help attract customers and create a strong first impression.
b) They increase storage space
c) They allow employees to restock products easily
d) They reduce customer interest
- Q.5 What is a key factor in defining different boutique formats?
a) The boutique's operating hours
b) The target market and product offerings
c) The number of employees
d) The presence of a warehouse
- Q.6 What is the main goal of visual merchandising in boutiques?
a) Keeping the store layout unchanged
b) Avoiding creative displays
d) Marking the store look attractive and increasing sales
c) Reducing the number of products on display
- SECTION-B**
- Note:** **Objective/Completion type questions. All questions are compulsory.** (6x1=6)
- Q.7 Define boutique.
Q.8 Define scheduling.
- Q.9 Define in store layout.
Q.10 Suggest any one social media platform for boutique promotion?
Q.11 Expand KPI.
Q.12 Define boutique format.

SECTION-C

- Note:** **Short answer type Questions. Attempt any eight questions out of ten Questions.** (8x4=32)
- Q.13 Suggest any four significance of boutique in the fashion industry.
Q.14 List out any four boutique formats.
Q.15 Suggest any four boutique operations.
Q.16 Suggest any four retail merchandising strategies.
Q.17 Write down any four principles of visual merchandising for boutique.
Q.18 Write down any four branding elements for boutique.
Q.19 Write down any four marketing strategies for boutique.
Q.20 Write down any four promotional methods for boutique.
Q.21 Discuss any four factors for financial management of boutique.
Q.22 Suggest any four KPIs in boutique performance.