

## SECTION-D

No. of Printed Pages : 4

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

Q.23 Explain the importance of Retailing and explain merchandise-based retailing.

Q.24 Discuss any two methods adopted by a store owner to improve the sales.

Q.25 Write short note on any two of the following:

- 1) Customer relationship management.
- 2) Specialty store
- 3) Retail mix

**3rd Sem / Branch : Fashion Design**

**Subject : Fashion Retailing**

Time : 3 Hrs.

M.M. : 60

## SECTION-A

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

Q.1 Mark down in a product is done to \_\_\_\_\_.

- a) Improve profit      b) Increase sales
- c) Decrease sales      d) loss

Q.2 \_\_\_\_\_ is a very common method of sale promotion.

- a) Newspaper      b) Advertisements
- c) Both a & b      d) Video calls

Q.3 Following \_\_\_\_\_ are the elements of visual merchandising.

- a) Color      b) Space
- c) Light      d) All of the above

Q.4 A retailer should have a good knowledge of.

- a) Market
- b) Customers
- c) Visual Merchandising
- d) All of the above

Q.5 A discount store has \_\_\_\_\_ Variety of products.

- a) Deep                              b) Very large
- c) Lesser                            d) Medium

Q.6 \_\_\_\_\_ have very strong effect on the buying behavior of a customer .

- a) Economical condition
- b) Social circle
- c) Political factors
- d) All of the above

### SECTION-B

**Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)

Q.7 Name any two methods of sales promotion.

Q.8 \_\_\_\_\_ is a popular type of retailing .  
(e-retailing/non-store retailing)

Q.9 List any one factor affecting consumer behavior.

Q.10 Hyper market

Q.11 Explain any one advantage of discount store.

Q.12 List any one psychological factor in visual merchandising.

### SECTION-C

**Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

Q.13 Explain the application of e-retailing.

Q.14 What is the effect of social circle on consumer.

Q.15 Explain any two benefits of Visual merchandising.

Q.16 Define Retail communication.

Q.17 Write short note on loyalty program.

Q.18 How will you identify a customer's buying behavior? Write any two methods.

Q.19 Explain any two functions of a retailer.

Q.20 Throw light on the importance of supply chain management.

Q.21 Explain the methods of Visual merchandising.

Q.22 Differentiate between Department store and chain store