

- Q.29 What are the functions of a Retailer?
- Q.30 Write short note on consumer Buying behavior.
- Q.31 Differentiate between discount store and specialty store.
- Q.32 What are the roles of a Merchandiser?
- Q.33 What is Window Display?
- Q.34 Describe the methods of Visual Merchandising.
- Q.35 Explain in brief about the working of Export house and its various departments.

SECTION-D

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

- Q.36 Explain roles and responsibilities of a Buying house with the help of a flowchart.
- Q.37 What is Visual merchandising? Explain its benefits.
- Q.38 Write short note on:
- Retail Mix
 - Discount store

No. of Printed Pages : 4

Roll No.

183152/123152/033161

5th Sem./ Branch : Fashion Design

Subject:- Fashion Retailing and Apparel Merchandising

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Mark down in a product is done to a product for:
- improving profit
 - increasing sale
 - Decreasing sales
 - loss
- Q.2 A good Retailer should have _____
- market information
 - tall height
 - fair color
 - lack of knowledge
- Q.3 Visual Merchandising is a method to _____ sales.
- decrease
 - increase
 - discard the goods
 - None of the above
- Q.4 A Retailer should compulsory have
- Planning capabilities
 - Risk bearing skills
 - both a & b
 - None of above
- Q.5 A Departmental store has _____ variety of all of product.
- Deep
 - Small
 - Lesser
 - Medium

- Q.6 Buying behavior is affected by
- Economical condition
 - social life
 - personality of buyer
 - all of the above
- Q.7 A Specialty store has a limited variety of products but it has _____ variety of a particular product.
- lesser
 - smaller
 - deep
 - both a & b
- Q.8 A buying house helps _____ to take approvals from buyer.
- Trainee
 - owner
 - Merchandiser
 - Designer
- Q.9 An intermediary between export house and buyer is called _____.
- Company
 - Buying house
 - Bank
 - Kiosk
- Q.10 E-retailing is _____ than Direct Retailing.
- faster
 - slower
 - useless
 - sharper

SECTION-B

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

- Q.11 Name two elements of Visual Merchandising.
- Q.12 Name any one Buying house.

- Q.13 Write down any one post selling function of a Retailer.
- Q.14 Name any one method to improve sales of a store.
- Q.15 What is Trim?
- Q.16 Name two type of window Display.
- Q.17 Name any one function of broker.
- Q.18 Define e-retailing.
- Q.19 Name any two factors that affect buying behavior.
- Q.20 Name any two factors affecting Consumer Buying Behavior.

SECTION-C

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

- Q.21 Why Retailing is better than direct selling explain with the help of example.
- Q.22 Explain the working of Finishing Department of export House with the help of flow chart.
- Q.23 Explain any one method of increasing sales.
- Q.24 What are the factors that affect the Decision making process of a consumer.
- Q.25 What is the importance of Retail Mix?
- Q.26 Draw a neat diagram of closed Window Display.
- Q.27 Explain various type of Buying house with their functioning.
- Q.28 Draw a neat diagram of Time and Action Sheet/Calendar.