

- Q.33 Write down any five names of retail brands in fashion.  
 Q.34 Write down any five advantages of direct retailing.  
 Q.35 Suggest any five features of a supermarket.

#### Section-D

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

- Q.36 What is a fashion pipeline? Explain in detail.  
 Q.37 Write down any ten features of a departmental store.  
 Q.38 Write down the advantages and disadvantages of retailing.

No. of Printed Pages : 4

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### **Sem. 4 Branch : Fashion Technology Subject : Fashion Retailing**

Time : 3 Hrs.

M.M. : 100

#### SECTION-A

**Note: Multiple type Questions. All Questions are compulsory. (10x1=10)**

- Q.1 The store that is covered over a large area:  
 a) E-retailing                      b) Direct retailing  
 c) Super market                  d) Chain store
- Q.2 The store selling merchandise through online mode:  
 a) E-retailing                      b) Direct retailing  
 c) Super market                  d) Chain store
- Q.3 The door to door retailing:  
 a) E-retailing                      b) Direct retailing  
 c) Super market                  d) Chain store
- Q.4 The store having similar looking branches,  
 a) E-eatiling                      b) Direct retailing  
 c) Super market                  d) Chain store
- Q.5 BOGOF is a Sales promotion policy of:  
 a) Push type                      b) Pull type  
 c) Both                              d) None of these

- Q.6 Which among following is NOT an element of visual merchandising
- a) Light                                      b) Color  
c) Prop                                        d) Price
- Q.7 The process of providing attractive package of a product:
- a) Branding                                      b) Advertising  
c) Publicity                                      d) Packaging
- Q.8 The process of increasing price of a merchandise:
- a) Mark up                                      b) Mark down  
c) Deduction                                      d) None of these
- Q.9 Promotion selling is known as :
- a) Wholesale                                      b) Retail  
c) Sale    d) None of these
- Q.10 The selling by means of social gatherings or events:
- a) Party plan                                      b) Franchisee  
c) E-retailing                                      d) Direct retailing

#### Section-B

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

- Q.11 Define selling price.  
Q.12 Define mark downs.  
Q.13 Define agents.

- Q.14 Define publicity.  
Q.15 Define adv advertising.  
Q.16 Define discount stores.  
Q.17 Give one example of visual merchandising.  
Q.18 Give one example of element of visual merchandising.  
Q.19 Give one example of discount store.  
Q.20 Give one example of supermarket.

#### Section-C

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

- Q.21 Write down any five importance of retailing.  
Q.22 Write down any five features of chain stores.  
Q.23 Write down any five features of Specialty stores.  
Q.24 Write down any five features of Destination stores.  
Q.25 Give any five example of warehouse club.  
Q.26 Write down any five examples of E-retailing.  
Q.27 Define any five retailing terms.  
Q.28 Give any five examples of pull sales promotion.  
Q.29 Give any five example of chain stores.  
Q.30 Write down any five functions of retailing.  
Q.31 Draw a flowchart showing various channels of distribution.  
Q.32 Write down a short note sales promotion need.