

- Q.25 Explain the objectives of Visual Merchandising.
- Q.26 Explain the concept of Supermarkets.
- Q.27 How does retail supply chain works?
- Q.28 What is the importance of Retailing?
- Q.29 What is the Difference between Specialty store and Departmental store?
- Q.30 Explain the concept of Franchise.
- Q.31 What do you understand by the term “Channels of Distribution”.
- Q.32 Explain any two types of Window Display.
- Q.33 Define Branding. Why it is Important.
- Q.34 Explain the concept of Publicity with the help of suitable example.
- Q.35 Define C.P. and S.P. What is the formula for calculating S.P.?

SECTION-D

Note: Long Answer type question. Attempt any two questions. (2x10=20)

- Q.36 Explain various tools of Visual merchandising.
- Q.37 Explain any five type of Retailers.
- Q.38 Explain Various tools used for Sales promotion.

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4th Sem, **Branch** : Fashion Technology

Subject : Fashion Retailing

Time : 3 Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Find the ODD one out:
- a) Radio b) TV
- c) Newspaper d) Laptop
- Q.2 The business of buying merchandise from a variety of resources and reselling it to ultimate consumers:
- a) Wholesaler b) Retailer
- c) Marketing d) Merchandising
- Q.3 The difference between cost price and selling price is:
- a) MRP b) Markup
- c) C.P. d) Profit
- Q.4 Any paid message in the media used to increase sales is:
- a) Advertising b) Shopping
- c) Buying d) Manufacturing

- Q.5 A price lower than original sale price is:
- C.P.
 - Off price
 - Profit
 - Markup
- Q.6 Expand the term S.P.
- Serial price
 - Selling price
 - Static price
 - None of the above
- Q.7 Which of the below is NOT a function of retailer?
- Providing personal services
 - Providing two way information
 - Creating window display
 - Manufacturing merchandise
- Q.8 A person who buys products or services from a store is known as:
- Manufacturer
 - Wholesaler
 - Retailer
 - Consumer
- Q.9 Which type of retailing is based on social gatherings.
- Direct retailing
 - Party plan
 - Destination store
 - Chain store
- Q.10 Which of the below is NOT a tool of sales promotion?
- Free sample
 - Bonus offers
 - Markups
 - Trading stamps

SECTION-B

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

- Q.11 Define Direct retailing.
- Q.12 Give an example of Departmental store.
- Q.13 Expand C.P.
- Q.14 Give the formula for calculating S.P.
- Q.15 Enlist two types of Retailing.
- Q.16 Define Advertising.
- Q.17 Give an example of sales promotion.
- Q.18 Define packaging.
- Q.19 Give an example of E-Retailing.
- Q.20 Define agent.

SECTION-C

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

- Q.21 Give any five functions of a Retailer.
- Q.22 Explain the difference between Markup and Markdown.
- Q.23 Describe the concept and characteristics of E-Retailing.
- Q.24 What do you understand by sales promotion policies. Explain any two.