

- 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. $(2 \times 10 = 20)$

- 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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Subject : Fashion Retailing

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note : Multiple choice questions. All questions are compulsory. $(10 \times 1 = 10)$

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