

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

- a) Owner based retailing
- b) Procurement
- c) POP

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**3rd Sem / 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 Which of the following is not a retail business?

- a) Chain store
- b) Departmental store
- c) Retail store
- d) Independent boutiques

Q.2 What is FAD?

- a) Short lived fashion    b) Classic fashion
- c) Long term Fashion    d) none of the above

Q.3 Which is not a "R" of retailing?

- a) Right place                b) Right time
- c) Right product            d) Right view

- Q.4 Direct retailing is also known as \_\_\_\_\_.
- a) DTC                                      b) DRC  
c) DPC                                        d) DEC
- Q.5 Which is a Hyper market of India?
- a) D-Mart                                    b) Big Bazaar  
c) Reliance mart                        d) all of the above
- Q.6 Which among the following is not an element of visual merchandising?
- a) Color                                        b) Space  
c) Light                                        d) People

### SECTION-B

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

- Q.7 Psychological factor that effect consumer.
- Q.8 Target market
- Q.9 What is Mark up?
- Q.10 List one use of visual merchandising.
- Q.11 Mention on technique of sales promotion.
- Q.12 One function of logistics.

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### SECTION-C

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

- Q.13 Discuss the various ways of sales promotion.
- Q.14 Define the impact of family of customer's choice.
- Q.15 How the inventory can affect the production process?
- Q.16 Differentiate between consumer & customer.
- Q.17 What is E-retailing?
- Q.18 Define Consumer black box.
- Q.19 How Visual marshaling is practiced?
- Q.20 Explain the 5 "R" of retailing.
- Q.21 What do you understand by supply chain management?
- Q.22 Define direct retailing and warehouse retailing.

### SECTION-D

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

- Q.23 Explain the concept of "Retail mix" in fashion industry.
- Q.24 Discuss various type of Retail store and mention their working process.

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